OCTOBER 9, 1944 PRICE 15 CENTS

TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

The New 1944 IOWA RADIO AUDIENCE SURVEY... ...is now ready!

If you are interested in *knowing* about the Iowa radio audience's listening-habits, station preferences, program preferences—or almost any other factor affecting radio *results* in Iowa—you will find the 1944 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory. It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 15 of this issue—then write for your Free Copy *Today!*

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President

J. O. MALAND, Manager

FREE & PETERS, INC. . . *National Representatives*

This little pig goes to battle
This little pig stays home

The Steel Industry —A Fixed Asset of The Denver Region

FOR 72 years, the Colorado Fuel and Iron Corporation has been a substantial buyer of raw materials and a feeder for the railroads and industries of the Denver region, and, until this war, was the nation's only steel plant depending entirely on railroad haul of material to and from the plant.

Today, while heavily engaged in war production, CF&I is producing for civilian use: steel forgings, angles, channels, rail, rods, nuts, fence, nails, wire, coke, coal tar, benzol and more than a score of other products. In other words, CF&I steel is going to battle, and some is staying home.

This great plant and dozens of other steel fabricating plants in the Denver region are fixed assets which have taken war orders in their stride.

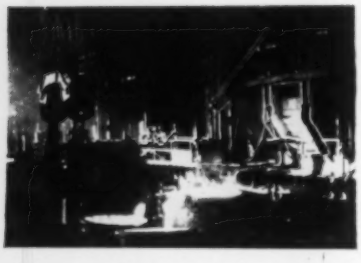
Other permanent assets which guarantee the basic soundness of this region as war production tapers off are the mining, agricultural and livestock industries. They furthermore guarantee the soundness of advertising investments in the Denver market at this time.

The steel plant of the Colorado Fuel and Iron Corporation is located at Pueblo. Its raw materials, coal, iron ore, limestone, flourspar and other minerals, come from many points in Colorado, Wyoming and Utah.

KLZ
Delivers the
DENVER
MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY



Although CF&I is producing a limited amount of products for civilian use today, the backlog of civilian needs when war ends should keep its furnaces going full blast for a long, long time.

TWO WORLD'S RECORDS were set by the Forge Plant of the Colorado Fuel & Iron Corporation within the past thirty days when 4,935 forgings were turned out in a single day's work on a shell of unidentified size, and 27,884 in a six-day period.

FIVE IS ENOUGH

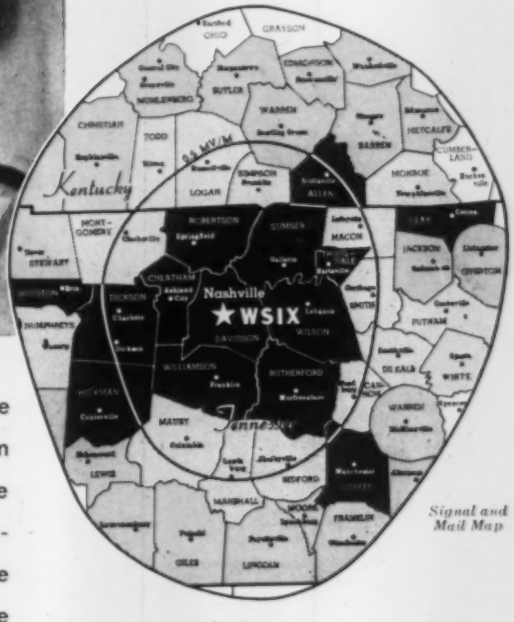
—No Waste Coverage

5,000 WATTS

980 Kilocycles—Covers

NASHVILLE Market

DAY and NIGHT



Signal and Mail Map

It's the talk of the trade that WSIX leads the Nashville daytime listening audience from 8 A.M. to 6 P.M. From Nashville, WSIX reaches the rich area of Middle-Tennessee and a good portion of Southern Kentucky. This station delivers to advertisers the vital industrial area of Tennessee —the heart of the Tennessee Valley Project with no waste coverage. Those who have used WSIX are satisfied with results and renew contracts month after month and year after year.

The remarkably fine programs culled from top flight broadcasts of the Blue and Mutual networks get listener attention. "The Voice of Nashville" is the station to buy for high coverage and low cost. 5,000 Watts, 980 Kilocycles, does a full coverage job of the Nashville trading area. When Five is enough, why pay for more?

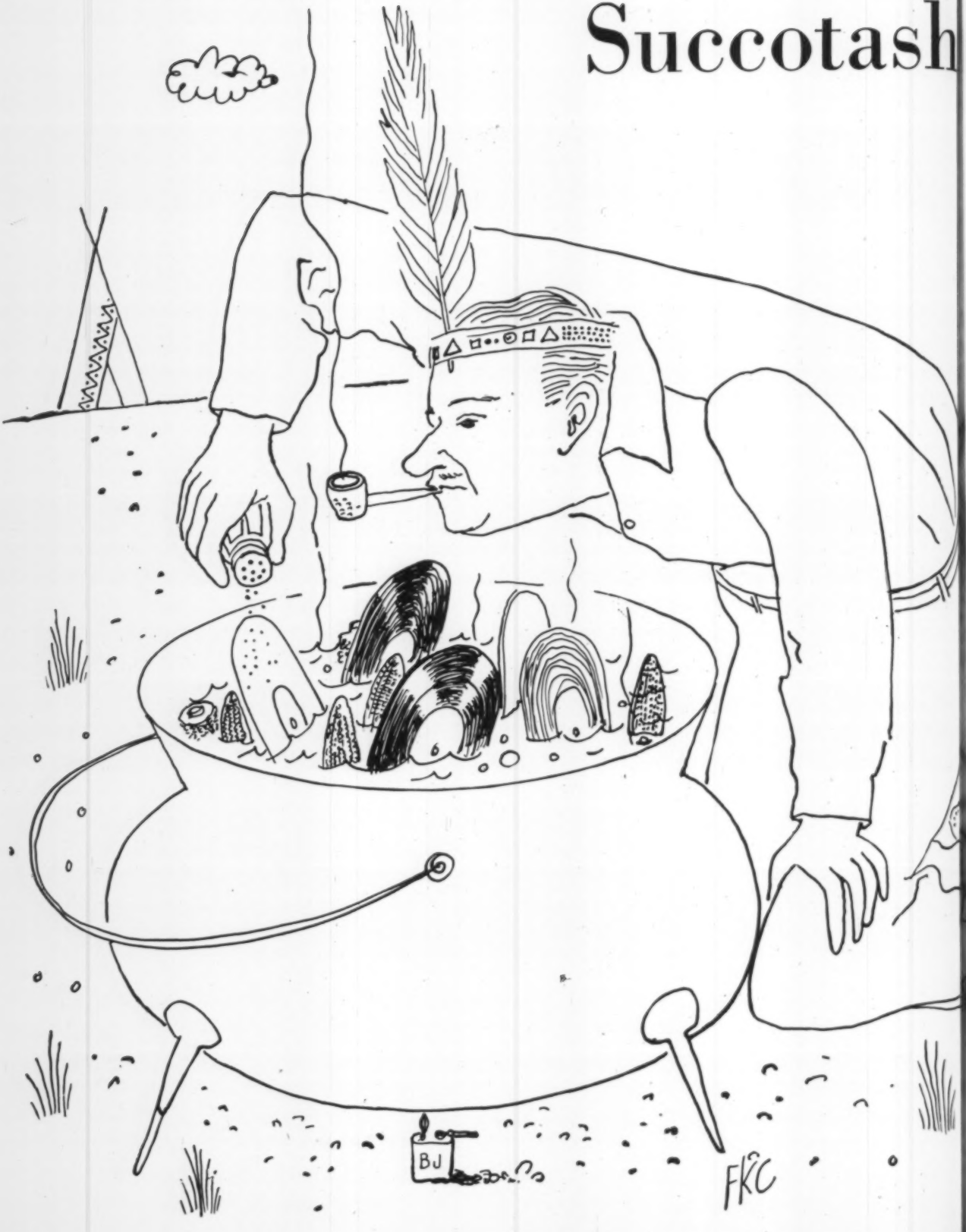
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BLUE and MUTUAL

THE KATZ AGENCY,
National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Succotash



h that *sells*...

LONG before Sitting Bull got up, the Indians devised a mixture of corn and beans. They called it succotash. After eating heavily of succotash, the Indians usually went to sleep.

Long moons later, Bill Jenkins of WTOP devised a mixture of corn and music which he called *Corn Squeezin' Time*. Highly successful, too. *It wakes up thousands of people every morning.*

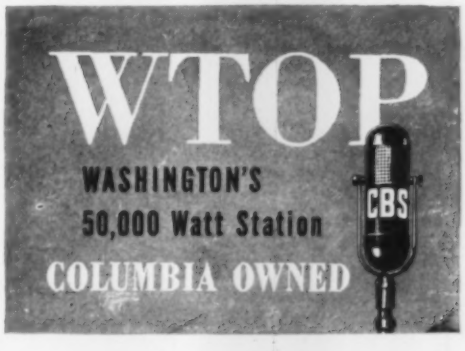
Nobody *likes* to get up early, but thousands of Washington workers *have to.* Business hours start earlier. For example, almost one-third of *all* civilian government employees (105,000 of them) go to work well before 8:00 A.M.—or get shot after sunrise.

So *Corn Squeezin' Time* is the early-morning mixture of patter and platter by which "Uncle Bill" Jenkins makes early rising as painless as possible for these and thousands of other Washingtonians. His formula is straight from the hills and just as old: Joe Miller gags and chatter washed down with plenty of recorded western and hillbilly music. But it's so effective that *Corn Squeezin' Time has a larger audience than any other program on the Washington air at that hour* (5:45-6:45 A.M. Monday through Saturday)*.

Bill Jenkins' brand of 50,000-watt succotash is currently selling for such sponsors as a jeweler, a bakery and a shoe store. At low early-morning rates, it could stir up a mess of sales for your product, too. Powwow with us or Radio Sales.

**CBS Listener Diary Study (November 1943)*

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



WWL Advt.
Jan. 1941

Today—

When You
Think of
NEW ORLEANS

...You Think of
107,688 NEW WAGE EARNERS
(Since 1940)

...AND
WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

CBS Proposes More FM Space at FCC Hearing	9
Changes Pend in Top Radio Jobs	10
Fetzer Urges Close Code Adherence	10
FDR Action May End Disc Strike	11
Video Sales Prospects Shown Stores	12
AAAA Favors Audit Plan	12
FM-Video Progress Seen by Engineers	14
Money Shows Said to Bring 'False Reports'	14
Heslep Heads MBS Capital Office	16
For Identification—Gimme a Gimmick —*By Samuel E. Gill*	18
Treasury Readies Sixth Loan Discs	18
Population Family and Radio Ownership Changes	20
Hope Heads Hooper Evening List	20
FCC Would Label Program Sources	24
Text of FCC Sponsorship Order	26
Longwave Broadcast Channels Sought	28
Commentators Under Probe of House Group	34
Cowles Seeks Twin City Outlet	40
GOP Plans Spots, Added Broadcasts	70
WLIB Transfer Granted by FCC	82

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF
Editor and Publisher

Maury Long, Business Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, New York Editor — S. J. Paul, New York Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, Florence Small

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Pershing Square Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775, James Montagnes

POPULAR NOON NEWS

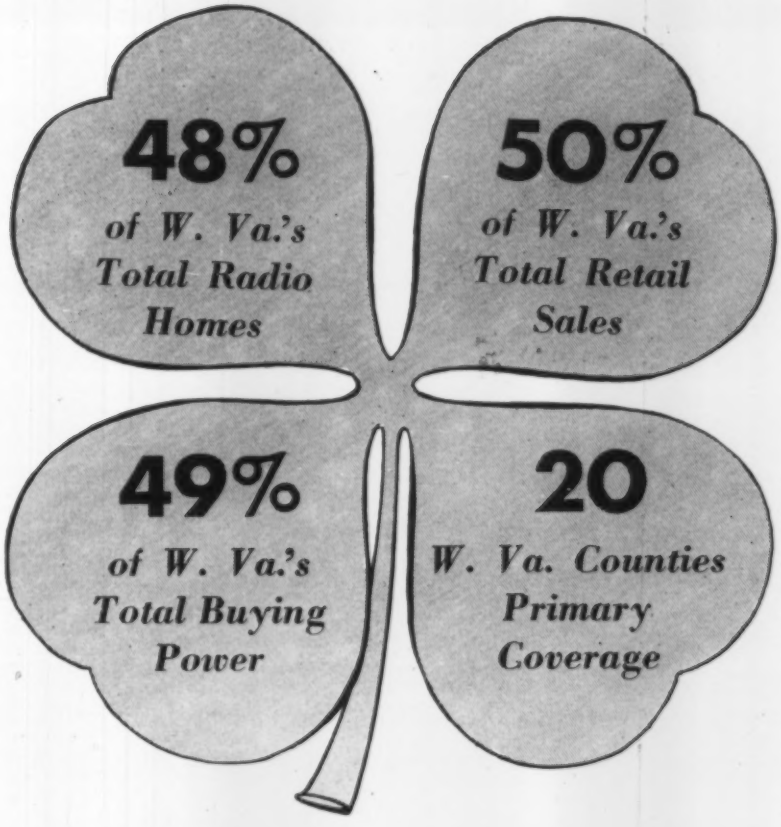
OPEN FOR SPONSOR

Get on this one! It is hot! Lincoln's favorite mid-day news, brilliantly presented by News Editor CARL ZIEGLER. 12:30 p.m., Mon. thru Sat. Carefully edited and compiled from the latest local, national and war news. One of the best availabilities in Lincoln today.

Represented by Edward Petry Co., Inc.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

. . . . like finding a 4-leaf clover .



You're really "in luck" when your schedule is broadcast over

WCHS

CHARLESTON, W. VA.

5000 on 580 • CBS

John A. Kennedy
President

Howard L. Chernoff
Managing Editor

Represented by THE BRANHAM CO.

"I CAN ALMOST HEAR HIS VOICE . . "

Voices have a power that is denied to words. Voices linger, words depart. You remember *sounds*—you forget words.

Sonovox is profoundly effective because its appeal is based on that fact of the human mind.

Sonovox utilizes *unusual voices* to make radio commercials more memorable, more lasting, more effective. Use a Sonovox voice to name a brand of Soap Flakes, for instance, and thereafter the very words "Soap Flakes" recall the voice in which they were spoken—and that memorable *voice* in turn recalls the brand name.

That's not blue-sky sales talk. It works. Take the Sonovox fog-horn, for example. Does anybody in America think it advertises anything other than Lifebuoy Soap?

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

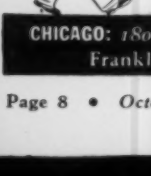
U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.



CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 15 WASHINGTON, D. C., OCTOBER 9, 1944 $5.00 A YEAR—15c A COPY

CBS Asks More FM Space, 300 mc Video

Witnesses, RTPB Oppose IRAC Plan to Abolish International Shortwave

By BILL BAILEY

FIRST LICKS on proposed revamping of the radio spectrum as it affects broadcasting were injected into the FCC allocations hearing last week with the presentation of a statement by Paul W. Kesten, executive vice-president and directing head of CBS, proposing more than doubled spectrum space for FM, placement of television "upstairs" above the 300 mc band, and retention of international shortwave broadcasting on a direct basis rather than by relay.

The second week of the hearings, which began Sept. 28, took a unique turn when Mr. Kesten was denied permission to testify on FM and television, covered in an integrated statement he had prepared on the theory that spectrumwide allocations can't be discussed on a "water-tight compartment" basis because of their interlocking character.

Kesten Highlights

The FCC, however, accepted the full statement, with instructions that the separate subjects treated be inserted in the record at the appropriate points when they are reached on the docket. Mr. Kesten explained he might leave the country (presumably on his long-delayed trip to the European theatre) and preferred to get his statement in the record in one piece. That, however, was ruled out.

Highlights of the Kesten prepared statement were:

1. Maintain the status quo for international shortwave broadcasting, in the total amount of spectrum space devoted to it (56 channels).

2. Increase the number of FM channels from the 40 presently authorized and the 75 recommended by the Radio Technical Planning Board to 100, which would make possible the licensing of between 4,000 and 5,000 stations, and at least 10 nationwide networks, with 25 or 30 stations operating in the larger markets such as New York, Chicago and Los Angeles.

3. Move television up in the spectrum above 300 mc, where there is room for high fidelity; assign at least 30 channels of 16 mc width, and when improved pictures are fully tested, withdraw the lower frequencies from television service.

Eight witnesses on international shortwave broadcasting presented a united front and were backed by the RTPB in opposing the allocations proposal of the Interdepartment Radio Advisory Committee which would abolish that service. Chairman James Lawrence Fly, however, warded off any questions about continued Government operation of the service following the war—one of the more delicate of the issues before the allocations proceedings.

Broadcast Topics Due

With conclusion of the second week of hearings last Friday, the FCC on Tuesday (Oct. 10) gets into broadcast allocations per se. Among the witnesses scheduled for standard broadcast are:

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, who will speak on behalf of RTPB; J. Harold Ryan, NAB President; Paul F. Peter, NAB; W. F. Cotter and Dr. G. R. Town, Stromberg-Carlson Co.; Dr. Frank Stanton, vice-president, and William B. Lodge, general engineering supervisor, CBS.

FCC hearings on standard broadcast allocations will begin at 10:30 a.m. Tuesday (Oct. 10) in the National Museum Auditorium, Constitution Ave. at 10th St., Washington.
List of witnesses page 77.

At the completion of the standard broadcast hearings, the FCC will go into FM, probably Tuesday afternoon or Wednesday morning.

Then comes the noncommercial educational group, whose 33 witnesses are expected to consume two days or more in testimony. That will be followed by television, then facsimile and other broadcast services.

No FM-Video Fight

No fight is anticipated between FM and television for the lower frequency band, by virtue of a compromise already reached whereby FM is accorded 75 channels 200 kc wide in the 50 mc area. But there are signs that FM proponents, aside from Mr. Kesten, will seek additional channels, to accommodate anticipated needs, with as many as 400 channels to be recommended. Engineers have estimated that some 3,000 FM stations can be accommodated on the present bands, but there are questions of interference of both the "burst" and skywave types which may make it desirable to duplicate on these channels at less frequent geographical intervals, thus reducing the capacity of the band.

MR. KESTEN

The testimony last week on international broadcasting was punctuated by frequent clashes, with Chairman Fly refusing to allow Louis G. Caldwell, Washington counsel for Press Wireless, to cross-examine Elmer Davis, OWI director, as to whether that agency plans to continue operation of shortwave stations after the war.

Davis Urges Shortwave

Mr. Davis opened the international broadcast phase of the hearing with the observation that "the national interest will require the continuance, after the war, of direct international shortwave broadcasting from the United States. . . . It would be a great mistake for the United States," he continued, "to abandon facilities that will be needed, merely because plans for their use have not yet been worked out."

The OWI director didn't touch on continued Government control after

(Continued on page 73)

Comparative Schedule of the Spectrum And Recommendations for Allocation

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, and recommendations of the Radio Technical Planning Board. Facsimile has been omitted inasmuch as the FCC has never allotted a definite spot on the spectrum for that service and since it has not yet come up before the allocations hearings now in progress. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).

Television

Present, 7 channels 50-108 mc; 11 channels 162-294 mc.
IRAC, 54-108 mc; 460-508 mc; 524-956 mc; 180-192 mc and 206-218 mc (mobile television and relay).
RTPB, 9 channels 60-114 mc; 144-156 mc; 162-228 mc; 234-246 mc; 400-1000 mc (experimental).

International Broadcast

Present, 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25-27 mc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1786-1920 mc; 3600-3850 mc; 7150-7700 mc; 14,250-15,400 mc; 29,200-30,000 mc.
ARRL proposals on page 76.

Changes Loom in Two Top Radio Jobs

Successors Are to Be Named for Fly And Ryan

By SOL TAISHOFF

RADIO'S TWO top jobs—chairman of the FCC and president of the NAB—will change hands during the next few months by election of the incumbents, but with no clear indication yet as to their successors.

James Lawrence Fly is expected to leave his FCC chairmanship before the end of the year (Nov. 15 is predicted) to return to private practice of law or to become a business executive, thus terminating as militant and active a five-year tenure in Government as any official of the last decade. J. Harold Ryan has served notice he will leave the NAB by July 1 to return to active direction of the Fort Industry Co. stations, of which he is vice-president.

Tips Abound

In this election year "tips" on changes coming up are given as freely as campaign promises. But it's safe to say at this writing there has been no decision by the Administration as to the Fly successorship.

Mr. Ryan and members of the NAB Board are scanning the horizon for an outstanding public figure to head the association. Ordinary prudence augurs against a decision in either situation before the November elections.

There has been speculation, of course, as to the man likely to succeed Mr. Fly, who admittedly has been the strongest and, at the same time, most controversial chairman the FCC or its predecessor Radio Commission has had. He has been praised and cursed alternately by broadcasters. At this writing, he is riding high. He has kept the Commission navigating in Congressional hot water from the start of his tenure in 1939.

But even his most ardent opponents admit that he has accomplished more than anyone else who ever held the job and has had the consistent and ready support of President Roosevelt in the clutches. In some degree he was responsible for the change in the NAB presidency earlier this year, having given notice long ago that he was against Neville Miller, who had served as the association's first paid president since 1938.

With Mr. Fly's resignation there will be two vacancies on the Commission, assuming the President does not fill the commissionership left by Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president last July. The odds are against filling that vacancy prior to elections, since Congress now is in recess.

Here are some of the names being mentioned as possible appointees to the FCC, for either or both of the vacancies:

Paul A. Porter, director of publicity of the Democratic National Committee, a staunch New Dealer and former CBS Washington attorney.

Julius Albert (Cap) Krug, 36-year-old chairman of the War Production Board and a former FCC expert in the common carrier field.

J. Leonard Reinsch, on leave from his post as managing director of the Gov. James M. Cox stations (WSB, WIOD, WHIO) and now serving as radio director of the Democratic National Committee.

Rosel H. Hyde, veteran FCC attorney and assistant general counsel of the Commission in charge of broadcasting.

John D. Biggers, president, Libby-Owens-Ford Co., Toledo, who has served on various important Government production assignments during the last seven years.

Leighton H. Peebles, chief of WPB Communications Division.

Mr. Porter, who was 40 on Oct. 6, came to Washington from Kentucky in 1933 and served as chief of Dept. of Agriculture press until 1937, when he became CBS Washington counsel. He resigned in 1942 to return to the Government and was successively aide to Chester Davis, as Food Administrator, Deputy Administrator in Charge of Rent Control of OPA, Associate War Food Administrator under Marvin Jones, and Assistant Director of Economic Stabilization under Judge Vinson, before being called to the Democratic Committee as successor to the famed Charlie Michelson.

At best, only preliminary explorations have been made in connection with the Ryan successorship. Mr. Ryan, when drafted last April for the presidency as Mr. Miller's replacement, left his post as Assistant Director of Censorship in charge of radio. He agreed to serve only until 1945. He reiterated this intention at the NAB Executives War Conference in Chicago last August and, at his request, was authorized by the NAB Board to name a committee to recommend a successor.

Pursuant to the Board's instruction, Mr. Ryan has named himself chairman of the committee. Other members are James D. Shouse, Crosley vice-president, and G. Richard Shafto, WIS Columbia.

Price Mentioned

The name of Byron Price, Director of Censorship, has been mentioned rather gingerly as a prospective selection, if he would entertain the proposal. Executive editor of the Associated Press, which he served for more than 30 years as a reporter and executive, the 53-year-old Mr. Price is on leave from that important position. He has been a standout among war executives in his direction of censorship, having created an organization from scratch and administered it without a single serious incident. Censorship is recognized as perhaps the most sensitive function in wartime government.

Mr. Price also has been mentioned as a possible appointee to the FCC chairmanship.

There also has been talk of trying to interest Justice James F. Byrnes, Director of War Mobilization and "Assistant President", as Mr. Ryan's successor. It is doubted, however, whether he would accept that or any other executive post outside Government. Justice Byrnes is expected to leave OWM as soon as war conditions permit. It is generally thought he will get the next appointment to the Supreme Court, if he wants it. He left the Court at the President's behest to assist him in running the home front and has served as "Assistant President" virtually since Pearl Harbor.

Selection of the successor to Chairman Fly in large measure will be dictated by the outcome of the presidential elections in November. If the President is re-elected, the Fly post may be filled by promotion of one of the incumbent commissioners. E. K. Jett, former chief engineer, who was named to the Commission earlier in the year as an Independent, would have strong support on a merit basis. Commissioner C. J. Durr, of Alabama, an acknowledged left winger of the CIO-PAC school, is a candidate.

If GOP Wins

If, on the other hand, there is a Republican victory, a reorganization of broad scope may be expected. Former Gov. Norman S. Case, of Rhode Island, regular Republican who has served since creation of the FCC in 1934, would have the best chance among the incumbents. The only other Republican now on the Commission is Ray C. Wakefield, of California.

Mr. Fly has more or less openly told associates and friends that he plans to return to private life after a 15-year tenure in Government. He has had a number of business offers, it is understood, but evidently hasn't made up his mind whether to enter business or hang out his shingle as an attorney. It is known he wants to complete the job of postwar allocations before leaving the Commission.

One of the executive positions offered him is that of joining Muzak Corp., wired radio project, in an important capacity. The offer was made by William B. Benton, president of Muzak, vice-president of the U. of Chicago and co-founder of Benton & Bowles, advertising agency. He has severed his connection with the agency, however.

Fetzer Urges Close Adherence To Broadcast Code Provisions

STRICT adherence to the Code of Wartime Practices until actual German surrender was called for last week by John E. Fetzer, Assistant Director of Censorship in charge of broadcasting and owner of WKZO Kalamazoo.

Wide public acceptance of September predictions that Germany was about to yield has created need for redoubled efforts to comply with provisions of the voluntary code, according to Mr. Fetzer.

Should the European war develop into a long mopping-up process instead of ending in swift and full surrender, all provisions of the code will continue in effect.

Though the Office of Censorship is operating at its usual wartime level, with no prospect of a let-up in code provisions, possible revisions are being considered. This action follows the usual procedure throughout the Government and armed services, which for some time have been laying plans for action after the European war ends.

Even after German surrender, it is believed essential features of the code will remain in effect. For example, the news section covers dissemination of material which might be of aid and comfort to the enemy.

The two remaining sections, dealing with programs and foreign language broadcasts, are giving little trouble. Adherence to these sections is understood to stand at a high level. In event they are dropped the way will be open for resumption of man-on-the-street programs, request musical numbers and quiz broadcasts on the pre-war basis.

HITCH-HIKE RULE IN EFFECT ON CBS

OCT. 1, deadline set by CBS for the elimination of hitch-hike and cowcatcher announcements from programs, found all sponsors complying with that requirement, a network spokesman said last week in answer to a query from BROADCASTING, although CBS made no announcement of the achievement of its goal, announced a year ago. NBC in August announced that its schedule had been freed of all such secondary announcements outside the regular structure of the program [BROADCASTING, Aug. 14]. MBS has notified its advertisers that no such announcements will be accepted after the end of this year.

Shirer to Go Abroad

WILLIAM L. SHIRER, CBS news analyst and former Columbia correspondent in Berlin, will return to France and Germany in the near future as a member of the network's European staff. He will be heard on several CBS *World News* programs from abroad, and plans to continue his Sunday news commentaries 5:45-6 p.m. (EWT).

FDR Action Promises to End Disc Strike

Action of Union's International Awaited

PROMISE of swift termination of the two-year-old AFM "strike" against recording for radio was held last week in broadcasting and recording circles by virtue of the direct request by President Roosevelt to James C. Petrillo, AFM president, to comply with the "back-to-work" directive of the National War Labor Board of last June.

The President's request, upholding the AFM position "that under all the present circumstances the noncompliance by your union is not unduly impeding the war effort" but pointing out that "this noncompliance may encourage other instances of noncompliance which will impede the war effort", received an immediate response from Mr. Petrillo which gave encouragement that he will fulfill a promise he made in January 1943 to a Senate committee that he would withdraw his ban on recordings if the President so requested.

Petrillo Pleased

Mr. Petrillo, pleased that "the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law", informed the President he has issued a call to the membership of the AFM International Executive Board to convene in Chicago today (Monday) to give the request "careful consideration".

The President's telegram to Mr. Petrillo virtually admitted that the Government could not force compliance of the NWLB directive of June 15 terminating the recording ban, pointing out that both the NWLB and the OES "have not recommended Government possession and operation" of the RCA and Columbia plants. The President therefore appealed to Mr. Petrillo "in the interest of orderly government", observing that "What you regard as your loss will certainly be your country's gain."

To this Mr. Petrillo replied:

> Your request that the American Federation of Musicians lift its ban against playing for mechanical reproductions of music for commercial use has been received. It is very gratifying to American Federation of Musicians that the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law. This opinion vindicates the position which we have taken throughout this entire controversy.
>
> The importance of this matter of necessity requires me to submit it to the International Executive Board of the American Federation of Musicians. Since members of this Board reside in various parts of the United States and Canada, it will take at least four days for them to convene. I have issued a call for them to meet in Chicago on Monday, Oct. 9, at which time your request will be given careful consideration.

The President's action received a divided reception from the recording industry. Frank M. Folsom, RCA vice-president in charge of the RCA Victor Division, expressed gratification that the President took "such a strong position" in the controversy and was hopeful that the "dispute can be settled to the satisfaction of all concerned". (See text on page 71.)

Kesten Critical

Paul W. Kesten, executive vice-president of CBS, on the other hand, criticized the "failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort" and declared that the Board's position is "completely at variance" with testimony presented by OWI Director Elmer Davis and FCC Chairman James L. Fly regarding the importance of recorded music to the war effort. However, said Mr. Kesten, Columbia Recording Corp. (CBS subsidiary) is eager to resume production of new recordings and so are the artists and musicians "whom, we hope, Mr. Petrillo will now allow to resume their livelihood" (see text on page 71).

Decca Records Inc., which signed with the AFM to resume recording operations on a fee payment system, withheld comment pending results of the AFM meeting this week.

Harold Ryan, NAB president, declared: "Petrillo has stated that he would send the musicians back to work if the President told him to do so. It must be presumed now that he will act."

The President's message to Mr. Petrillo, it was learned, was decided upon Tuesday after a meeting between RCA and CBS officials with Fred M. Vinson, Director of Economic Stabilization, at which the recording companies stated that unless action were taken immediately to terminate the dispute they would either have to go out of business or surrender to Mr. Petrillo's terms.

It is understood the recording company executives told Mr. Vinson they could not continue operations indefinitely without making new recordings and that unless action was forthcoming they stood to lose the services of major artists now under exclusive contract to the companies. Signing of a non-exclusive contract by Jascha Heifetz, violinist, to make recordings for Decca of works other than those already made for RCA, under which the artist has been under exclusive contract, caused anxiety that other artists might follow the Heifetz lead.

With a record of prompt and decisive action in enforcing compliance by recalcitrant employers or unions to directives of the WLB, Mr. Vinson is understood to have favored summary action on the dispute, i.e. Government seizure and operation of the plants. Such action was discouraged, however, by Government counsel who held that a *prima facie* case that the recording ban unduly impedes the war effort could not be made in view of the resumption of operations by Decca-World and other recording and transcription firms.

Legal proof, counsel felt, could not be shown that there was a demand for records of a nature vital to the war effort which could not be supplied. The reaction to the seizure of Montgomery Ward, in which a *prima facie* case had been established, was cited by counsel

(Continued on page 72)

FDR TELEGRAM TO PETRILLO

THE President on Oct. 4 sent the following telegram to James C. Petrillo, President of the American Federation of Musicians, Newark, New Jersey:

"The National War Labor Board has entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of the directive orders is a direction that the Federation withdraw its ban against playing for mechanical reproductions of music for commercial use. With this provision the Federation has not complied.

"The National War Labor Board and the Director of Economic Stabilization have not recommended Government possession and operation. Under the statute it must be found that the labor dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the noncompliance by your union is not unduly impeding the war effort. But this nonompliance may encourage other instances of noncompliance which will impede the war effort.

"In a country which loves democratic government and loves keen competition under the rules of the game, parties to a dispute should adhere to the decisions of the Board even though one of the parties may consider the decision wrong. Therefore, in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

GREETING William B. Lewis (left), new vice-president and radio director of Kenyon & Eckhardt, New York, is Dwight Mills, Kenyon & Eckhardt executive vice-president, who toasts Mr. Lewis at a cocktail party in his honor.

FDR Tops Dewey by 5.5 In CAB Listening Data

PRESIDENT Roosevelt's speech Sept. 23 before the Teamsters Union, broadcast nationally 9:30-10:23 p.m. had a rating of 26.4% in the cooperative Analysis of Broadcasting's interviewing sample of 81 U. S. cities. FDR's speech was heard by 82.8% of all the radio listeners at an hour when 31.9% of all radio homes had their sets in use.

Gov. Thos. E. Dewey's speech, in which he answered President Roosevelt in Oklahoma City on Sept. 25 from 10-10:30 p.m. received a rating of 20.9% according to CAB, with 59.7% of the listening audience when the total audience was 35% of all radio homes in the 81 city sample.

Swank Test Success

MISS SWANK Inc., New York (slips), following a test on a spot basis in 26 major markets last month, found radio advertising so successful, according to Hirshon & Garfield, New York that on Oct. 22 the firm begins *Relaxation in Music* on over 30 MBS stations, Sundays, 9:45-10 p.m. Musical program will feature Jean Tighe, Bob Barry and Dick Adams and his orchestra. Contract is for 52 weeks.

POSTWAR RADIO was the topic when Col. Luther L. Hill, on leave as executive vice-president of the Iowa Broadcasting Co., visited his friend and ex-colleague, Daniel J. Mahoney, president of the Isle of Dreams Broadcasting Co. (WIOD) and vice-president and general manager of the *Miami Daily News*. Col. Hill, commanding officer of AAF Redistribution Station No. 2 at Miami Beach, and brother of Sen. Lister Hill (D-Ala.), recently returned from an eight-week tour of AAF installations in the United Kingdom, France, North Africa, and South America. Col. Hill and Mr. Mahoney became friends during World War I, in which they were officers.

Television Sales Prospects Are Shown Store Executives

Watches, Sewing, Cosmetics, Fabrics, Garments Are Subjects at Demonstration Given by GE

TELEVISION program arranged to demonstrate department stores' use of the medium on either a coaxial cable internal system or for general advertising on a regular telecast station, was shown Sept. 29 on WRGB Schenectady to representatives of 25 leading department stores all over the country. Five commercials were used on the one program.

Joseph P. Kasper, president of the Associated Merchandising Corp., which aided WRGB in preparing the program, welcomed the guests. United States Time Corp., maker of Ingersoll and other watches, gave one-minute time signals at the beginning and end of the program, through a clock face on which were silhouetted two soldiers in combat. The commercial stressed split-second precision in battle. Edith Dunn arranged the televised time signals.

The program lasted an hour and showed an average American family watching a video show as it depicts various products. McCall's promoted a method of home sewing. Elizabeth Arden staged a demonstration of cosmetics, using a Powers model. The Fifth Ave. salon was shown on film. Textron, a synthetic fabric, arranged a contest between three professional women and three housewives, with a commercial explaining manufacture of the fabric.

Carter's Underwear put on a pantomime skit about baby clothes, prepared by Ted Long and Jo Lyons of BBDO. To show how department stores can use television for institutional advertising, Bloomingdale's televised three one-minute films on employment recruiting and employe relations.

After inspecting WRGB's transmitting and relaying facilities the store officials returned to Schenectady for a dinner preceding the demonstration. Speakers were: C. H. Lang, GE vice-president in charge of war projects; R. L. Gibson, assistant to the vice-president in charge of advertising, broadcasting and publicity; J. D. McLean, commercial engineer; H. A. Crossland, GE's Bridgeport Works; Paul L. Chamberlain, manager of sales, electronics department, and m.c. at the dinner.

Department store officials were: From Abraham & Straus, New York, John Rosenberg, display manager, A. C. Werback, assistant display manager, Mrs. Dorothy E. Swenson, vice-president in charge of publicity, William Tobey, advertising manager; L. S. Ayres & Co., Indianapolis, C. M. Davis, publicity director, G. M. Halverson, merchandise manager, Clifford Rigsbee; Bloomingdale Bros., New York, Howard Richmond, display manager, C. E. Greenlee, merchandise manager, William Rogge, publicity, Mrs. Ruth Andres, publicity; Lew Thompson, Metropolitan Television station; Milwaukee Boston Store, Milwaukee, R. P. Herzfeld, president; J. A. Dellman, publicity director; Bullock's, Los Angeles, F. R. Morgan, merchandise manager.

Burdine's, Miami, Miss Virginia Griffin, publicity director; H. C. Capwell Co., Oakland, Cal., R. Biggs, managing director; Dayton Company, Minneapolis, G. D. Dayton II, treasurer, J. Witmer, advertising manager; The Emporium, San Francisco, E. C. Lipman, vice-president and managing director; Wm. Filene's Sons Co., Boston, W. H. McLeod, publicity director; B. Forman Co., Rochester, John Roche, publicity director; Joseph Horne Co., Pittsburgh, A. E. Oxenreiter, merchandise manager, A. H. Burchfield Jr., vice-president, J. R. Fisher, publicity director; J. L. Hudson Co., Detroit, R. L. Yonker, publicity director, O. A. Luke, display manager, L. B. Sappington, assistant merchandising manager; Hutzler Bros. Co., Baltimore, Mrs. A. S. Stirling, publicity director, H. A. McCauley, display manager; F. & R. Lazarus & Co., Columbus, O., R. C. Euchenhofer, merchandise manager, Ed Watson, housewares.

Rich's Inc., Atlanta, Mrs. Carrie Rowland, publicity director; John Shillito Co., Cincinnati, Mrs. Grace Kemper, publicity director, N. Duehren, advertising manager; Stix, Baer & Fuller Co., St. Louis, J. W. Goldstein, publicity director, Leo Fuller, chairman of the board, Arthur Baer, president; Strawbridge & Clothier, Philadelphia, H. C. Tily II, merchandising manager, E. S. Severson, publicity director, E. J. Taylor, display manager; Wm. Taylor Son & Co., Cleveland, B. W. Newell, publicity director; Thalhimer Bros., Richmond, Sam Stern, merchandise manager, W. T. Mumford, publicity director; R. H. White Co., Boston, M. W. Rybeck, publicity director, Frank Splan, display manager.

From the Associated Merchandising Corp., New York office in addition to Mr. Kasper, were: A. C. Thompson, manager, Retail Research Assn.; H. O. Bergdahl, merchandise manager; and Miss Irene Bender, N. Y. publicity.

FROM FOUR corners of the U. S. come these department store executives on a visit to WRGB, General Electric Schenectady station, to learn how television may be used for inter-department display of merchandise. Joining hands with Joseph P. Kasper (center), president of the Associated Merchandising Corp., are (l to r): C. D. Dayton II, treasurer, Dayton Co., Minneapolis; W. H. McLeod, publicity director, Filene's, Boston; F. R. Morgan, merchandise manager, Bullock's, Los Angeles; Virginia Griffin, pubilcity director, Burdine's, Miami department store.

Sweetheart Serial

MANHATTAN SOAP Co., New York, on Nov. 20 starts a five-times weekly serial program, with a children's angle, on CBS for Sweetheart Soap. Program will be heard from 5:15-5:30 p.m. on 25 basic CBS stations, plus CBS outlets in Albany, N. Y.; Columbus, and Harrisburg, Pa. Soap firm also last week renewed *Scramby Amby* on 177 Blue network stations, Wednesdays, 10:30-11 p.m. In addition to these programs, Sweetheart Soap is promoted on some 55 stations throughout the country with 10-minute and quarter-hour newsprograms. Agency is Duane Jones Co., N. Y.

Tidewater Expands

FURTHER expanding its sponsorship of eastern football games, Tidewater Assoc. Oil Co. is presenting all home games of Columbia U. on WMCA New York, with Steve Ellis and Joe O'Brien alternating on the play-by-play and color descriptions. First broadcast Oct. 7 will be followed by coverage from kick-off to conclusion Oct. 28, Nov. 4, 18, 25. Agency is Lennen & Mitchell, Inc., N. Y.

WEMP Seeks FM CP

MILWAUKEE Broadcasting Co., licensee of WEMP Milwaukee, filed application with the FCC last week for a new FM station to operate on 48,900 kc with coverage of 1,279 sq. mi. Estimated cost is $16,060. Partners in the company include Senator La Follette (Prog.-Wis.) and Mrs. La Follette.

Pure Oil Spots

PURE OIL Co., Chicago, starts sponsorship Oct. 9 of chain-break announcements, three to six times weekly, on WMFG WHLB WEAU WJLS WPAR WLOK WKBH WHIS KFIZ WWVA WKMO WCAR. The contracts, for two to four weeks, were placed by Leo Burnett Co., Chicago.

Programs Shuffled By CBS Sponsors

Many Important Series Come Under Fall Realignments

A GENERAL reshuffling of CBS programs during this month and next will affect shows sponsored by Lever Bros., U. S. Tobacco Co., Campbell Soup Co., P. Lorillard Co., Colgate-Palmolive-Peet Co., and Procter & Gamble Co.

Through J. Walter Thompson Co., agency for Vimms, Lever Bros. on Nov. 29 shifts Frank Sinatra from Wednesday, 9-9:30 p.m. to Monday 8:30-8:55 p.m., period now occupied by *Gay Nineties Revue* which is being discontinued Nov. 22 by U. S. Tobacco Co. Colgate-Palmolive-Peet Co., Nov. 25 plans to shift *Inner Sanctum* Saturday 8:30-8:55 p.m. for Palmolive Soap.

New P&G Show

Procter & Gamble Co. has purchased the Saturday 8:30 p.m. period through Biow Co. for Lava Soap, effective Dec. 2, thus giving the product a network show of its own after a hiatus of several years.

Campbell Soup Co., Oct. 25 through Foote, Cone & Belding, shifts the *Jack Carson Show* from Wednesday, 9:30-10 p.m. to 8-8:30 p.m. same night. Latter spot will be left open by P. Lorillard Co., which is discontinuing Allen Jones, to start a new program on the same date in the Wednesday spot vacated by Jack Carson. No decision had been reached last week according to the agency in charge, Lennen & Mitchell Inc., as to which of Lorillard's two new shows *Which Is Which*, and *Comedy Theatre* would go into the Wednesday 9:30 p.m. period on CBS, and which into its current NBC period Sunday 9:30-10 p.m. as a replacement for Jackie Gleason Oct. 22.

AAAA Board Okays Audit Plan; Awaits ANA Approval Oct. 23

WITH APPROVAL last week by the board of directors of the American Assn. of Advertising Agencies of the NAB standard station circulation audit plan, only the formal action of the Assn. of National Advertisers, expected later this month, is necessary to complete the entire preliminary structure for the tripartite "yardstick" project.

NAB announced last Friday it had been advised by Frederic R. Gamble, AAAA president, that his board, at a meeting the preceding Tuesday, had approved the recommendation of its radio committee pledging support. The action was to agree to join the NAB in forming the proposed bureau, which would provide for the radio medium the counterpart of the Audit Bureau of Circulations in the publication field.

The ANA Board had been scheduled to meet Oct. 5 for the same purpose, but President Paul B. West notified the NAB the meeting had been postponed to Oct. 23. It will go before that Board with a recommendation for approval from the ANA Radio Committee.

With approval of the advertiser and agency boards, these organizations then can proceed with the NAB Research Committee in formulating the details of the plan, originally presented to the NAB Executives War Conference in Chicago Aug. 30 and unanimously approved by the membership. It entails expenditure of $1,000,000 by broadcasters each two years for the biennial mail ballot at an estimated cost of $1 per ballot. The estimated cost of the bureau is $65,500 the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

NAB President J. Harold Ryan and Research Director Paul F. Peter will outline the entire project at the meeting of the Radio Executives Club of New York today (Oct. 9), season's first session.

Takes guesswork from blind landings

Pilots admit they run into trouble . . . and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore we can get rid of any "blind buying" of radio time.

If you'll use the yardstick of *coverage*, *popularity* and *cost* . . . and get the common denominator that shows lowest cost—big results . . . you'll land your client without a bump.

We know that . . . because the figures show that W-I-T-H, the successful independent radio station . . . is the best buy in this, the 6th largest market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FM-Video Progress Seen by Engineers

Nat'l Electronics Group Hears Gen. Ingles, Adm. Redman

APPROXIATELY 1,800 persons attended the first National Electronics Conference at the Medinah Club, Chicago, Oct. 5-7, sponsored by the Illinois Institute of Technology, Northwestern U., Institute of Radio Engineers, Chicago, American Institute of Electrical Engineers, Chicago, in cooperation with the Chicago Technical Societies Council.

A plea for science to continue into the postwar era its close cooperation with the Army and Navy was made Thursday by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, in the keynote speech. "If our armies, battleships and bombers are equipped with the latest devices of science, no nation will be anxious to seek a fight," he declared, pointing out that as science has helped to win the war, so it must continue to help in preserving the peace.

Papers Presented

Opening technical session on Oct. 5 was highlighted by the reading of several papers: "Color and Ultra-High Frequency" by Robert Serrell of CBS and Dr. P. C. Goldmark; "Reflective Optics in Projection Television," I. G. Maloff, RCA Victor Division and D. W. Epstein, RCA Labs., which discussed development of the reflective optical systems, suitable for projecting television images with diagonals ranging from 25 in. to 25 ft., done with a spherical front-surface mirror and an aspherical lens, positive in the central portion and gradually changing into negative near its periphery.

Gain in illumination on the viewing screen with the new system, the paper described, is about 6 or 7 to 1 when compared with a conventional lens. The quality of the images obtained this way is said to be comparable with images produced by the conventional projection lenses. Another paper, "Radio Relay Systems", was read by C. W. Hansell, research division head, radio transmission, RCA Labs.

The Friday morning session included a paper, "A Frequency Dividing Locked-In Oscillator FM Receiver", by G. L. Beers, RCA and "Frequency Modulation in Portable and Mobile Communications Equipment" by D. E. Noble, Galvin Mfg. Co.; "Audible Audio Distortions", by Dr. P. S. Christaldi, of the Allen B. DuMont Labs.

At Saturday's closing session, a paper by F. A. Cowan of American Telephone & Telegraph Co. titled "Broad-Band Carrier and Coaxial Cable Network' was read.

Two speeches were given, via an electronic wire recorder at the banquet Friday night when Rear Adm. Joseph R. Redman, chief of Naval Communications congratulated the scientists and engineers present upon their achievements in the electronics field. "The Navy is truly grateful to you gentlemen," Adm. Redman said, "and to the others who have labored so effectively to provide us with the new electronic shipments."

Maj. Gen. H. C. Ingles, Chief Signal Officer, congratulated the men on remarkable accomplishments, but urged that technical leadership maintain its lead. He pointed out that "in the Pacific too, we have other enemies to combat. Our electronics equipment must hold its own against attack by heat, moisture and the terrible growth of fungus that occurs in tropical climate. There have been very sad experiences in the jungles with electronics equipment that has gone out of service in a few days under these conditions. I cannot over-emphasize the importance of a preventive treatment of signal eqquipment that is called tropicalization. Remember too, that radio communications in jungles and mountainous terrain presents unusual difficulties and that the tremendous distances over which we will have to operate to attack Japan will mean a further strain on communications requirements. . . . More than ever now, we must ask you to speed up the cycle between the laboratory prototype and the production line. . . . We need to put these devices in the hands of fighting men quickly, so that more of them will come home sooner to share in the postwar life to which we are all looking forward."

FM Net Plan

"If the radio industry wants FM radio program networks that employ frequency bands two, three or even more times the width of today's standard broadcast bands, facilities to do the job can be supplied," Ernest W. Baker, American Telephone & Telegraph Co. engineer said.

Pointing out that practically all FM stations built or applied for are in or near cities on existing telephone intercity program routes, Mr. Baker said that these broadband carrier systems form a nationwide network which can be readily adapted for program circuits connecting FM stations through special terminal equipment and without requiring changes in line conductors and equipment.

He cited the trend toward broadband carrier systems in the telephone plant, including cable and open wire carrier systems carrying frequencies up to 60,000 cycles and beyond and the new coaxial cable system which can accommodate with present equipment a frequency band several million cycles wide. He also mentioned the recent FCC approval of an experimental radio relay system AT&T plans to install between New York and Boston to determine if the radio system can handle a very wide band of frequencies which could be subdivided for message telephone service, program circuits and television circuits as is done with coaxial cables.

"If the trial proves successful," he said, "the telephone companies in the future would expect to use radio links in program circuits where that method of transmission seems preferable to wire line methods."

Fixer

AT the Thursday morning session of the National Electronics Conference in Chicago last week, with hundreds of engineers present, the PA system went sour and silence reigned, but not for long, as one of the many engineers sprang into action, fixed the PA system and the hall was again wired for sound.

Money Programs Said to Bring 'False Reports' on Listening

Hettinger Survey Finds That Inflated Figures Are Generated by Giveaway Broadcasts

CONCLUSION that "money" programs stimulate "false reports" on radio listening and result in extreme inaccuracy in radio listener data is reached by Dr. Herman S. Hettinger, economist and radio consultant, in a special survey conducted for WSAI Cincinnati during its ownership by Crosley Corp. The station last month was transferred to Marshall Field ownership.

In an 11-page printed report for Crosley, Dr. Hettinger, now with Crowell-Collier Publishing Co., analyzed information collected in Cincinnati, Detroit, Kansas City, Philadelphia, Baltimore and Washington, but dwelt largely upon the Cincinnati situation. C. E. Hooper audience data were largely relied upon.

Inflated Figures

Based on the Cincinnati experience, Dr. Hettinger concluded that "false reporting, generated by 'money' programs, does inflate sets-in-use and station listening index figures." Reported rises in audience during giveaway periods generally were completely out of line with normal programming experience. Examination of sets-in-use patterns in other cities reinforces this conclusion, he found.

In the case of WSAI, a listening index before and after introduction of "money" programs was maintained. It revealed that between 8 and 10 a.m., WSAI's station listening index rose 108.5% in eight weeks; 174.5% between 10 a.m. and 12 noon; 220% between 12 noon and 3 p.m.; 85% between 3 p.m. and 6 p.m.; 135% between 6 and 8 p.m., and 16.8% between 8 and 10 p.m. "These marked increases," Dr. Hettinger said, "fail to meet the test of common sense and radio experience; they are too great."

Until positive proof can be presented to the contrary, Dr. Hettinger said, it must be concluded that station listening indices are inflated "to an indeterminate degree by false reporting on the part of hopeful respondents."

Moreover, it was detected that there is a tendency for a "money" program to lose its impact, following the experience in related types of promotion once popular in the newspaper field, such as premiums.

Among problems created for radio and advertising by such programs are the introduction of inaccuracy into radio listener data, which in turn creates uncertainty in the minds of intelligent and experienced advertisers and agency executives as to what they are really buying. Station managers, he said, reported this uncertainty rather widely.

"Obviously," the report stated, "such uncertainty militates against the sale of radio in competition with other media; more especially the sale of spot and local radio in competition with newspapers. No intelligent and experienced advertiser wants to buy a 'pig-in-a-poke' and the general level of research sophistication has risen materially during the last eight or nine years. This may or may not be important at present when radio advertising volume is at an all-time high, but if continued, it could have a serious deleterious effect a few years from now when media competition promises to be more severe than today."

'Unfair Competition'

Dr. Hettinger pointed out there is greatly increased demand for facts and factual selling from all media on the part of agencies and advertisers.

Dr. Hettinger also raised legal aspects in connection with such programs, pointing out that if it is established conclusively that "money" programs inflate a station's listening index and that this inflation has enabled a station to secure advertising from competitors, the element of unfair competition arises.

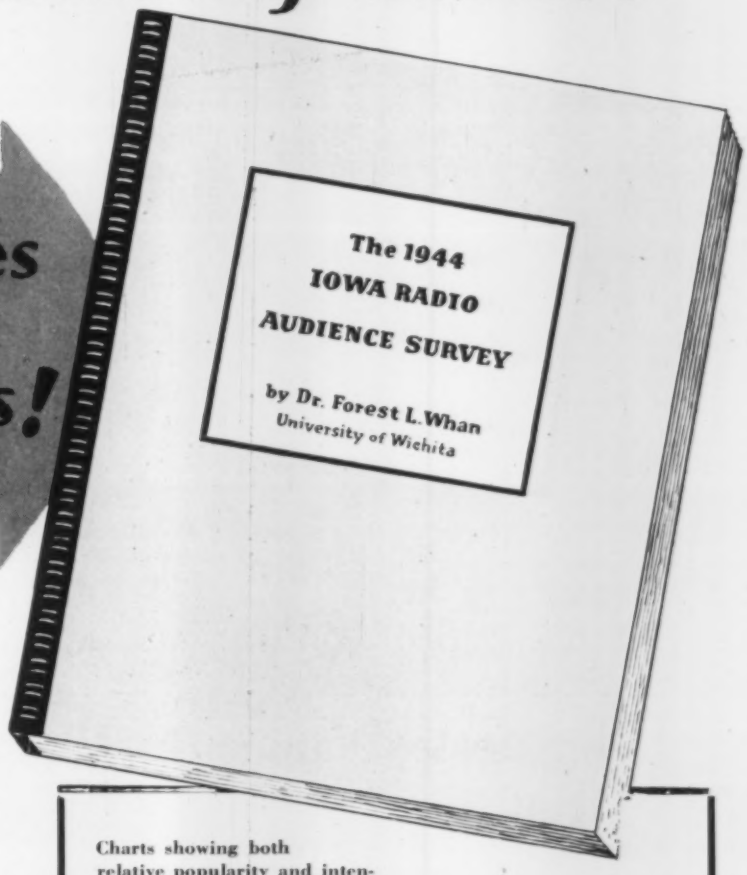
He expressed doubt that inflated listening results impress any except marginal advertisers not interested in long-term progress. It is true, he pointed out, that the small station with limited resources must practice forms of showmanship and programming not adapted to its larger and more successful competitors; "but these need not include a return to the *caveat emptor* principle of blue sky promotion."

Dr. Hettinger concluded:

"The writer's own opinion is that the 'money' program is of dubious promotional value and that, at best, it will experience the usual rise, decline and near-disappearance which are characteristic of promotions of this kind. However, should it persist, it can be harmful to radio."

Do you GUESS-*or* KNOW-
about Mid-West Listening Habits?

This New Study Gives You Complete Iowa Picture in 15 Minutes!



Which radio stations are heard in Iowa?—and where? What percentage of Iowa radio families listen to each station—urban, village, farm—either as to "listened-to-most", or "heard regularly"? *Do you KNOW?*

How many hours do Iowa radio families spend with stations mentioned as "listened-to-most", compared with stations "heard regularly"? Is it two hours to one? Six to one? Ten to one? *Do you KNOW?*

What percentage of adults in Iowa radio families listen to the radio at each hour of the day and night? How many hours per week-day does the average adult listen? How have these figures changed each year since 1939?—in cities, towns, on farms?—as between men and women? *Do you KNOW?*

These and *many* other questions are answered in the 1944 Iowa Radio Audience Survey. Compiled from interviews in all 99 Iowa counties conducted with generally approved "sampling" methods by Dr. Forest L. Whan, the 1944 Survey is a MUST for every fact-minded executive in the radio and advertising business.

THE 1944 IOWA RADIO AUDIENCE SURVEY

contains dozens of facts that almost any research-minded agency or advertiser would pay thousands of dollars to have for its exclusive use. It is literally a guide-book to successful radio advertising in Iowa. 106 pages of vital information, graphically charted and systematized for easy reading and reference, will be mailed to you FREE on request. Print order is limited. Please order by coupon—AT ONCE!

Charts showing both relative popularity and intensity of coverage of all stations heard in Iowa—all measured simultaneously by one dependable yardstick!

Maps showing counties in which *each* Iowa station is "heard regularly" and "listened-to-most"!

Breakdowns-showing how many factors (such as age, sex, place of residence) influence listening habits, listening hours, listening preferences!

Analyses showing the order of *program* popularity in Iowa—broken down as to cities, towns, farms—sex—age groups—educational status of listeners.

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President*—J. O. Maland, *Manager*

FREE & PETERS, Inc., National Representatives

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

Proposal to Equalize Scales Delays AFRA Net Negotiations

New York Executives Unwilling to Act on Union Demand for Parity Throughout Country

NEGOTIATIONS between American Federation of Radio Artists and the networks and advertising agencies for a new code for network commercial programs to succeed the one expiring the end of this month hit an immediate snag when New York executives expressed an unwillingness to act on the union's demands that local and regional scales now in effect in Chicago and on the Pacific Coast be raised to a parity with the New York scale [BROADCASTING, Oct. 2].

Citing charges levied by Chicago and Coast stations and agencies after previous negotiations that the New York crowd had "sold us down the river without our consent", the broadcasters and agency officials expressed the feeling that any increases affecting other program origination points should be worked out in those cities rather than attempting to handle the whole thing in New York. The union, whose Chicago and Los Angeles local secretaries are in New York for the conferences, prefers to handle all negotiations there, and the question had not been settled as BROADCASTING went to press.

Union request for equalization of sustaining scales hit a similar impasse, for although network executives can of course make agreements covering their owned and operated stations throughout the country, they do not want to make a sustaining agreement that AFRA could use as a precedent for the commercial code. Otherwise, sustaining negotiations are progressing satisfactorily, it was said.

Vociferous opposition was expressed to the AFRA demand that sound effects men be placed on the same scale as actors or announcers, working on a per program basis rather than as staff employes as at present. It was pointed out that the amount of work a performer can do is limited by the strain on his vocal cords and by the fact that listeners will not accept the same voice on successive programs, but that these limitations do not apply to a sound effects man, who by working on four daily serial shows at AFRA scale could earn about $25,000 annually.

To avoid delaying negotiations at this point, this question has been set aside to be taken up as part of the staff contract discussions, scheduled to start when the sustaining code has been settled.

Charter Heslep Named By MBS To Head Capital Operations

APPOINTMENT of Charter Heslep as representative in charge of operations in Washington of MBS was announced Friday by Miller McClintock, network president. Heretofore, Washington activities have been handled from New York and through WOL, MBS outlet in Washington. WOL changed ownership Oct. 1 when the Cowles Broadcasting Co. took over.

Mr. Heslep has for the last two years been radio news editor with the Office of Censorship, under the direction of Byron Price. Before that he was night news editor and special events representative of NBC in New York. For 12 years prior to his broadcasting connection he had varied and intensive newspaper experience having risen from a reporter to managing editor of the *Washington Daily News*.

Commenting upon the appointment, Mr. McClintock said: "The Mutual Broadcasting System's expansion in all of its activities has necessitated the appointment of a fulltime representative in the establishment of a regular office representing the network in Washington."

Mr. Heslep's duties will be especially directed toward news and program activities. Louis G. Caldwell, head of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will continue representing MBS in all matters connected with legal and related activities, Mr. McClintock said in making the announcement.

MR. HESLEP

Stewart Joins McGillvra Heads Chicago Office

ASSOCIATION of Jack Stewart, veteran broadcaster, with Joseph Hershey McGillvra, Inc., as manager of Chicago operations, was announced last Friday by Joseph H. McGillvra.

Mr. Stewart becomes an associate member of the firm. The Chicago organization otherwise remains unchanged, Mr. McGillvra said, with Robert Russell continuing as sales manager and Jack Kamsler on the sales staff. Larger offices were taken over Oct. 1 in the Pure Oil Bldg.

Mr. Stewart resigned as general manager of KCMO Kansas City Sept. 1, after five years with the station. A pioneer in radio, he was vice-president and general manager of WCAO Baltimore from 19927 until 1930, and afterward headed other Baltimore stations.

Barnes Succeeds Wood As MBS Sales Manager

RESIGNATION of Edward W. Wood as sales manager of MBS and the appointment of Z. C. (Jess) Barnes of the Mutual sales staff as his successor were announced last Tuesday by Miller McClintock, MBS president. Change became effective immediately. Mr. Wood, who took the Mutual post five years ago after serving as commercial manager of WGN, Mutual station in Chicago for five years, has announced no future plans. His departure is reported as the result of a disagreement with Mr. McClintock over basic commercial policies of the network.

Mr. Barnes

Mr. Barnes was vice-president of Outdoor Advertising Inc. from 1934 until joining MBS two years ago. During the preceding 11 years he had been active in advertising and selling.

COL. DAVID A. SARNOFF, RCA president on overseas assignment with the Signal Corps, may return to this country to participate in the 25th anniversary celebration of RCA this month.

Lt. John W. Case

1ST LT. JOHN W. CASE, Field Artillery, son of FCC Commissioner and Mrs. Norman S. Case, died Sept. 19 in France, as a result of wounds received in combat, according to official notice given his parents on Oct. 4.

Lt. Case

Lt. Case was born April 8, 1921 in Rhode Island and attended the Henry Barnard School in Providence, Loomis School Windsor, Conn., and was granted an A. B. in absentia, from Brown U. in 1942. Commissioned a 2nd lieutenant in March, 1942, he was promoted to a 1st lieutenant in January 1943. He sailed overseas with the 29th Division in October 1942 and was in France from D-Day.

Lt. Case was seriously wounded Aug. 30 in action in France. His parents were notified Sept. 28 that recovery was "not proceeding satisfactorily."

World Series to Troops

FIVE powerful transmitters beamed a play-by-play description of the World Series games to troops in England and the European Theatre, Italy, Alaska, the Aleutians, South and Central Africa, the Caribbean and Southwest Pacific. Theatres where the time difference would make direct listening impractical heard the games rebroadcast on transcriptions. Because of atmospheric conditions prohibiting long transmission to Iceland and Central Africa, resumes of the games were transcribed and rebroadcast to those locations. China—Burma—India and the Persian Gulf Theatres received the games through BBC relay.

Wire Recorder Plan

STROMBERG-CARLSON Co. has contracted with Armour Research Foundation, holder of the patents covering a wire recorder, for its use in future operations in radiotelephone fields, and is planning to include this device in its postwar home radio receivers, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson, announced last week. His company is one of the first licensed.

500 More Radio News Writers, Editors Needed, Says NAB-Journalism Survey

A MARKET for some 500 additional radio news writers and editors, to supplement the 1700 now employed in broadcast stations, is indicated by a joint survey conducted by the American Assn. of Teachers of Journalism and the NAB, results of which were released last week.

About one-third of the stations will not employ women newsmen and more than two-thirds will not use women for reading news over the air. The postcard survey, conducted during July and August, covered 577 NAB member stations, with replies from 317—55% of the nation's stations. The 317 stations responding reported they employed 634 news people, and this figure projected, with allowances for variation in station class, indicated the 1700 fulltime news writers and editors figure.

To the question how many new employes stations were likely to need in the next year, 263 responding stations said they expected to need 151 people. Projection of this figure in terms of all stations in the country indicated a total of 520 news writers and editors.

THE New WIBC

Now OWNED and OPERATED by THE INDIANAPOLIS NEWS

BEGINNING - - With new and powerful merchandising and promotion operations geared to each client's individual problems . . . WIBC is producing highly effective results for its advertisers.

POWER - - - WIBC covers the rich Indiana, eastern Ohio and western Illinois markets with 27% more coverage than the second Indianapolis station, 33% more coverage than the third Indianapolis station and 49% more coverage than the fourth Indianapolis station. (Data from survey of 0.5 MV/M nondirectional contours measured January 1943 by Jansky & Bailey of Washington, D. C.)

POPULARITY - - - The best spot on the Indianapolis dial is WIBC's 1070 . . . a far lower frequency than any other Indianapolis station. WIBC's staff of twenty-one live talent radio artists provides ample material for top flight local programs.

PRICE - - - 29% less than the highest priced Indianapolis station, 27% less than the second, 10% less than the third.

Represented nationally by John Blair & Company

• • MUTUAL • •

1070 ★ ★ CLEAR CHANNEL ★ ★ 5000 WATTS

For Identification--Gimme a Gimmick

Impressing Listeners With Sponsor's Name Vital

By SAMUEL E. GILL
Director of Research
Blow Co., New York

RADIO programs, their success or failure, are often judged by their "rating" or relative audience size. But the question is sometimes raised, "What good is a high rating if no one knows the sponsor?" What good, indeed! I would certainly rather have a program which rated 10 with a sponsor identification of 80%, than a program which rated 30 with a sponsor identification of 20%.

It is significant that the really successful programs, the *Take It or Leave Its*, the *Lux Radio Theatres*, the *Hit Parades*, consistently have a sponsor identification in the 80s. This sponsor identification in the 80s is a far cry from what most shows rate. For example, the Sept. 15 Hooper report gives sponsor identification for 151 shows, the average being 38.9% (median 36.8).

Requisite for Success

Of course, it is difficult to generalize about anything as nebulous as radio, since almost invariably there is an exception to any rule which is set up. Therefore, it cannot be said that sponsor identification in every case bears a direct relationship to sales, but it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

What are the chances of obtaining a high sponsor identification?

An examination of the accompanying chart, based upon a study of 118 sponsored network programs from October 1938 through August 1944, shows the chances of a program moving ahead in sponsor identification. Notice these significant facts.

A. Of 10 programs that started with a sponsor identification of less than 20%, only one reached a high of over 50 (*Cresta Blanca Carnival*). Four others went over 40.

B. Of 19 programs that started with a sponsor identification between 20 and 29.9, only six reached a high of over 50 and only three others ever exceeded 40%.

C. Of 24 programs that started with a sponsor identification of between 30 and 39.9, only three ever passed 60 and only six others exceeded 50%.

D. Of 32 programs that went on the air with a sponsor identification of between 40 and 49.9, only two went over 80, *Take It or Leave It* which reached a high of 87.3, and Horace Heidt who reached 83.6, and only four ever reached a sponsor identification of between 70 and 80.

E. Of 20 programs that started with a sponsor identification of between 50 and 59.9, *only one program reached above 80*, (*Information Please* for Canada Dry), and only seven ever reached the 70 to 80 group.

F. Of eight programs that started with a sponsor identification of between 60 and 69.9, only one ever went over 80.

G. Of five programs that started between 70 and 79.9, none ever reached 90 and only two made any changes whatsoever. They were the *Good Will Hour* which moved from a beginning sponsor identification of 72.5 to a high of 89.6, and Ginny Simms who had an original sponsor identification of 79.1 and moved to a high of 83.5.

RANGE OF SPONSOR IDENTIFICATION
NETWORK PROGRAMS 1938—1944

HIGHEST S.I. \ PROGRAMS STARTING WITH S.I. OF	BELOW—20	20-30	30-40	40-50	50-60	60-70	70-80
BELOW 20	3	—	—	—	—	—	—
20 30	1	5	—	—	—	—	—
30 40	1	5	7	—	—	—	—
40 50	4	3	8	9	—	—	—
50 60	1	6	6	11	4	—	—
60 70	—	—	3	6	8	2	—
70 80	—	—	—	4	7	5	3
80 90	—	—	—	2	1	1	2
	10	19	24	32	20	8	5

TOTALS

It is obvious that a program starting with an extremely low sponsor identification has a better chance of moving into a higher range, but if we set up a criterion of 20 points, we find that there is very little chance for the usual program to move more than 20 points.

For example, of the 10 programs starting below 20, only five or 50% ever got to more than 40. Of the 19 starting between 20 and 30, only six or 32% ever got above 50. Of the 24 starting between 30 and 40, only three or 12% ever got above 60. Of the 32 starting between 40 and 50, only six or 19% ever reached a point higher than 70. Of the 20 starting between 50 and 60, only one or 5% ever got above 80, and no program with an original sponsor identification higher than 60 ever moved more than 20 points out of its starting range. *Thus, of the 118 programs, less than one in five ever moved more than 20 points higher than its original range.*

If we examine those programs which did move more than 20 points, we will find in most instances, that the program used a "gimmick" to attract attention to its sponsor and to its plugs. Such a "gimmick" can be defined: "Anything designed to impress the sponsor's name or product upon the listening audience". It could consist of such attention getters as Cresta Blanca's musical background; the name of a program as, *Lux Radio Theatre;* Philip Morris' Johnnie; Jack Benny's, "Jello Again"; Phil Baker's, "Write With Eversharp" and the "$64 Question". This is not to say that well written, well delivered radio commercials can *never* be successful, but the sponsor who wants to increase his odds to better than one in five of moving more than 20 points, could well say to the producer, "For my money, gimme a gimmick!"

KMOX Fetes Jones

MERLE S. JONES, former manager of KMOX St. Louis, who reported Oct. 6 to his new post as manager of WOL Washington [BROADCASTING, Oct. 2], was feted Oct. 6 by his KMOX colleagues who gave a farewell party in his honor. Out-of-town guests at the party, which was featured by speeches and skits, were H. Leslie Atlass, CBS central division vice-president and general manager of WBBM Chicago, and Jack Van Volkenburg, assistant general manager of WBBM.

Y&R Names Ackerman

HARRY ACKERMAN, associate director of the radio department of Young & Rubicam, has been named vice-president of the agency in charge of all radio broadcast productions, it was announced last week by Y&R president, Sigurd S. Larmon. Mr. Ackerman joined Young & Rubicam in 1936, serving since that time as assistant radio director, director, and supervisor of such programs as the *Kate Smith Hour, Aldrich Family,* and *Screen Guild* show. In 1943 he was made head of all radio production for Y&R and early in 1944 became an associate director of radio.

Mr. Ackerman

KFSD on NBC Coast

NBC's San Diego outlet bears the call letters KFSD and not KSFD and on Oct. 1 becomes a basic part of NBC's Pacific Coast Network and not a basic network station as erroneously reported in the Sept. 25 BROADCASTING.

Treasury Readies Sixth Loan Discs

Quarter-Hour 'Salutes' Sent To More Than 600 Stations

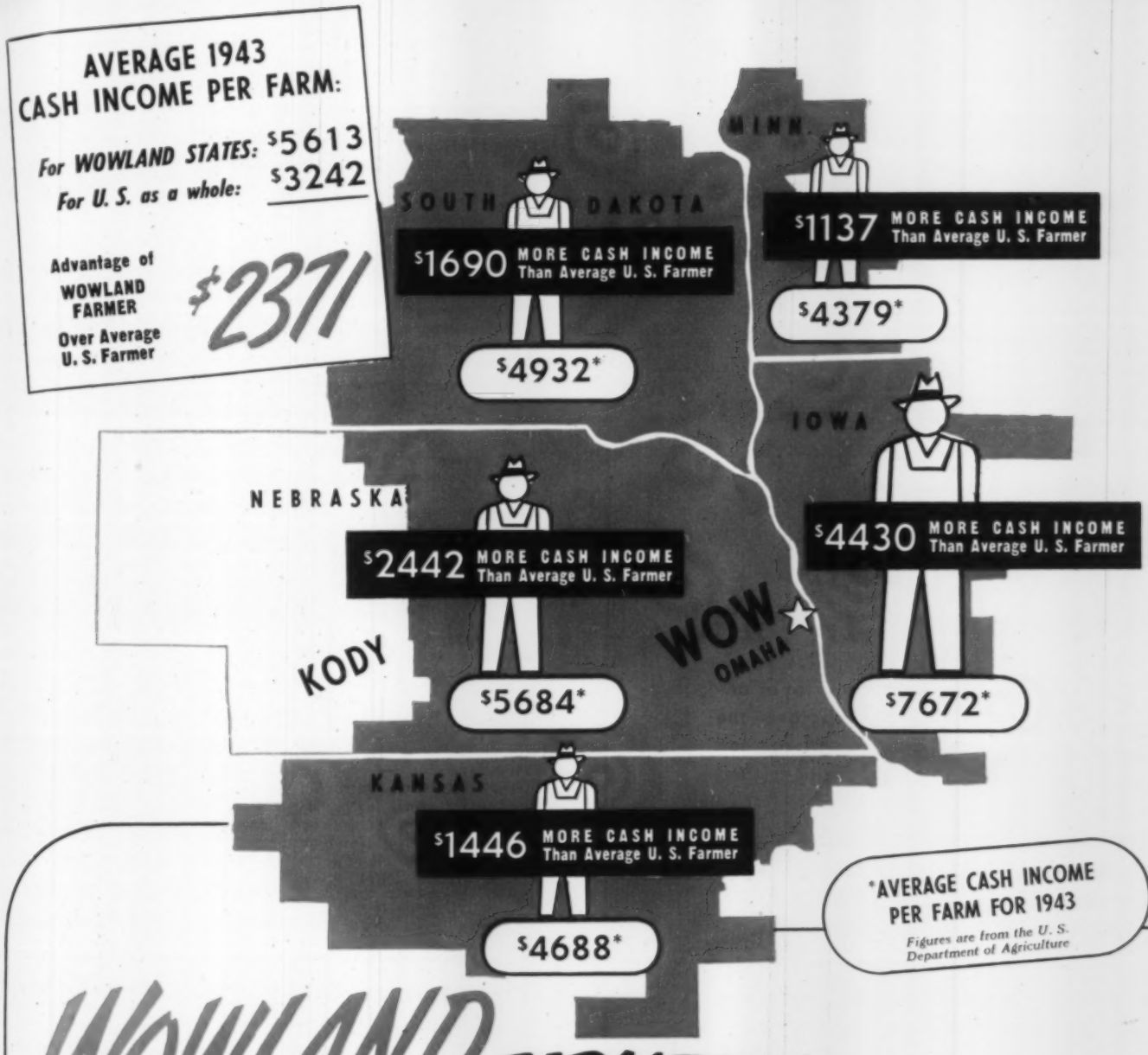
THREE-FOURTHS of the series of 24 sponsorable quarter-hour *Treasury Salutes* have been produced and the first six programs are being mailed today, Oct. 9, to the more than 600 stations which have requested them so far, it was announced last week by Robert J. Smith, chief of the Treasury War Finance Division Radio Section. Also in preparation for the $14,000,000,000 Sixth War Loan Drive scheduled for Nov. 20 through Dec. 16, are two other sponsorable series, *War Bond Briefs* and *Horace Heidt Musicals;* a series of four quarter-hour programs by William Robson and Arch Oboler similar to the *Four for the Fifth* series of the Fifth Loan, and a dozen musical War Bond jingles, recorded parodies of popular songs.

The *Salutes*, patterned after those presented in previous drives and written by Hector Chevigny, Pete Lyon and Forest Barnes, honor war heroes. *Bond Briefs*, each four minutes long, with open ends for sponsor's message, feature Bond appeals by leading Americans. There are 24 planned for the series. The Horace Heidt series of four quarter-hour shows, which will be musical with an occasional interview with a war veteran, have musical fades at 4:30 and 9:30 for sponsor's signature or to permit use of each program as a separate five or ten minute segment. These portions can be used individually or inserted into regular feature programs.

List of talent slated for the Robson-Oboler series, details for which still are lacking, include: John Conte, Frank Lovejoy, Elizabeth Morgan, Margaret McDonald, Barry Kreuger, Joseph Julian, Ted Osborne, Arnold Moss, Walter Kinsella, Johnny Gibson, Jackson Beck, Larry Haines.

A special meeting sponsored jointly by Treasury and the War Advertising Council was held in New York last Thursday before 200 advertising representatives. Preview of plans for the Sixth Loan were presented by Thomas H. Lane, WFD director of press, radio and advertising, and Ted R. Gamble, WFD national director. Regional meeting was also slated for Atlantic City last Friday and Saturday and additional meetings will be held in Chicago, Oct. 9-10; New Orleans, Oct. 11-12, and Los Angeles, Oct. 13-14. Regional OWI and state WFD representatives will attend. Also to be present are local newsmen, advertisers and broadcasters. Addresses at regional meets by Sec. of Treasury Morgenthau are scheduled to be carried by certain local stations.

NBC has chosen Nov. 23 (Thanksgiving Day) as Bond Day for the Sixth Loan, and CBS has picked Dec. 7, anniversary of Pearl Harbor, with Blue and Mutual still to be heard from.


AVERAGE 1943
CASH INCOME PER FARM:
For WOWLAND STATES: $5613
For U. S. as a whole: $3242
Advantage of WOWLAND FARMER Over Average U. S. Farmer $2371
SOUTH DAKOTA
$1690 MORE CASH INCOME Than Average U. S. Farmer
$4932*
MINN.
$1137 MORE CASH INCOME Than Average U. S. Farmer
$4379*
IOWA
$4430 MORE CASH INCOME Than Average U. S. Farmer
$7672*
NEBRASKA
$2442 MORE CASH INCOME Than Average U. S. Farmer
$5684*
KODY
WOW
OMAHA
KANSAS
$1446 MORE CASH INCOME Than Average U. S. Farmer
$4688*
*AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is *Better* than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Word Gets Around!

After a station has given a lot of advertisers outstanding results over the years, the word gets around you can bank on its recommendations and service.

That's why we can quote the following from a letter asking for our recommendations in connection with a new campaign for WWVA:

"WWVA is your station—We think it's a pretty good one. We want to do business with you but we want to do it just as you yourself suggest."

You Can Bank on Us!

ASK A JOHN BLAIR MAN

BASIC BLUE NETWORK

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

Important Ownership Changes Traced to Wartime Influences

SINCE the 1940 Census, more than 10,000,000 men and women have joined the armed forces; marriage and birth rates have been accelerated and the family unit has changed in size; war manufacturing has produced population shifts; increased income and the increased need of people for news and entertainment have created a new peak in radio ownership.

As a result of these events, significant changes have occurred in the county-by-county pattern of radio ownership, changes which are revealed in a new study, "U. S. Radio Ownership, 1944", made by the CBS research department. From population date given in War Ration Book No. 4 and analysis of Government data on changes in family size, CBS has established family totals for each county.

Studies of locations of war industry centers and of such factors as the increase in individual incomes, in telephone homes and in electric-wired homes and of their interrelationships, applied to the national increase of 3,700,000 radio homes since April 1940, enabled the production of new state data. County radio family figures were then derived from studies of the internal growth patterns in each state.

Accompanying data for each state and geographic area show the population, families and radio homes for April 1, 1940, and Jan. 1, 1944, released last week by CBS. Breakdown by counties will be released shortly, together with a detailed explanation of the techniques used in securing them.

Bob Hope Heads Evening Hooper List As Sammy Kaye Attracts Most Women

BOB HOPE heads the list of "First Fifteen" evening programs included in the Sept. 30 report on evening network Hooper ratings, released by C. E. Hooper Inc. Walter Winchell is in second place, followed by Charlie McCarthy, third. The list continues: *Radio Theatre, Mr. District Attorney, Take It or Leave It*, Joan Davis, *Screen Guild, H. V. Kaltenborn, Your Hit Parade*, Phil Harris (1st ½ hour); *Burns & Allen*, Frank Sinatra, *Mr. & Mrs. North* and *Palmolive Party*.

Sammy Kaye had the largest number of women listeners per listening set (1.80); Gabriel Heatter (Sunday), the largest number of men listeners (1.11); and *Lone Ranger*, largest number of children listeners (1.09).

Top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	*Men*	*Children*	*Total*
Sammy Kaye	1.80	0.81	0.56	3.17
Quiz Kids	1.43	1.01	0.60	3.04
Guy Lombardo	1.62	0.88	0.50	3.00
Take It or Leave It	1.54	0.95	0.33	2.82
Lone Ranger	0.98	0.74	1.09	2.81

Take It or Leave It has the highest sponsor identification index, with 83.8 naming the correct product; 3.1 giving the wrong identification; and 13.1 unable to name a sponsor.

Majors from WFIL

THREE former employes of WFIL Philadelphia, now hold the rank of major in the Army. They are Maj. John S. Schantz, former engineer, now serving in the China-Burma-India theater; Maj. Charles H. Colman, engineer, now in the European theater; and Maj. James T. Quirk, former public relations director of WFIL, also in the European theater. Major Quirk was one of the first Americans to enter liberated Paris.

Wiley Agency Named

FEDERAL RAZOR BLADE Co., New York, has appointed Walter W. Wiley Adv., same city, to handle advertising. One-minute live spot announcements and a series of five-minute transcribed dramatic programs will be used on an undetermined number of stations in the south and east in a campaign starting in about three weeks.

President Rates 26.4

PRESIDENT ROOSEVELT'S speech before the Teamsters Union, broadcast 9:30-10:23 p.m., Sept. 23, on NBC and CBS, rated 26.4 in the Cooperative Analysis of Broadcasting interviewing sample of 81 cities, with 82.8% of all listeners at a time when 31.9% of all radio homes were using their sets, the CAB reported. Gov. Dewey's answering speech, on NBC and Blue, 10-10:30 p.m., Sept. 25, got a CAB rating of 20.9, pulling 59.7% of the listening audience when the total audience was 35% of all radio homes.

BOOKLET on "How Radio Can Support Canada's Seventh Victory Loan" has been sent to stations, agencies and advertisers by the National War Finance Committee, Ottawa. In the foreword Finance Minister J. L. Ilsley states that "in previous loans, the radio industry has been a powerful factor in our promotional activities."

POPULATION, FAMILIES AND RADIO OWNERSHIP

By Geographic Area and States

TABLE I

Geographic Area and State	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
(U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
New England	**8,437,290**	**2,201,421**	**2,077,545**	**8,087,809**	**2,280,400**	**2,207,000**	**96.8%**
Maine	847,226	218,968	189,307	782,312	218,300	198,100	90.7
New Hampshire	491,524	132,936	119,650	453,333	132,400	123,500	93.3
Vermont	359,231	92,435	81,891	316,074	87,400	80,000	91.5
Massachusetts	4,316,721	1,120,694	1,077,754	4,093,072	1,147,000	1,124,500	98.0
Rhode Island	713,346	187,706	179,688	694,616	198,000	192,400	97.2
Connecticut	1,709,242	448,682	429,255	1,748,402	497,300	488,500	98.2
Middle Atlantic	**27,539,487**	**7,277,897**	**6,873,531**	**25,796,511**	**7,371,000**	**7,141,500**	**96.9%**
New York	13,479,142	3,662,113	3,498,700	12,442,784	3,657,500	3,565,500	97.5
New Jersey	4,160,165	1,100,260	1,050,757	4,080,485	1,169,500	1,147,000	98.1
Pennsylvania	9,900,180	2,515,524	2,324,074	9,273,242	2,544,000	2,429,000	95.5
East North Central	**26,626,342**	**7,275,239**	**6,674,915**	**26,098,118**	**7,717,000**	**7,364,500**	**95.4%**
Ohio	6,907,612	1,897,796	1,739,511	6,828,352	2,034,000	1,938,500	95.3
Indiana	3,427,796	961,498	848,416	3,383,312	1,027,500	952,500	92.7
Illinois	7,897,241	2,192,724	2,024,367	7,563,770	2,269,000	2,168,000	95.5
Michigan	5,256,106	1,396,014	1,304,162	5,377,329	1,547,000	1,505,000	97.3
Wisconsin	3,137,587	827,207	758,459	2,945,355	839,500	800,500	95.4
West North Central	**13,516,990**	**3,688,149**	**3,155,140**	**12,263,345**	**3,610,900**	**3,258,900**	**90.3%**
Minnesota	2,792,300	728,359	664,223	2,525,558	710,800	681,000	95.8
Iowa	2,538,268	701,824	633,140	2,276,876	677,500	636,500	93.9
Missouri	3,784,664	1,068,642	853,429	3,524,790	1,075,000	922,500	85.8
North Dakota	641,935	152,043	134,433	536,510	135,700	125,000	92.1
South Dakota	642,961	165,428	139,857	544,866	150,000	132,000	88.0
Nebraska	1,315,834	360,744	305,655	1,176,023	346,900	306,900	88.5
Kansas	1,801,028	511,109	424,403	1,678,722	515,000	455,000	88.3
South Atlantic	**17,823,151**	**4,278,771**	**2,824,161**	**17,701,066**	**4,627,500**	**3,587,300**	**77.5%**
Delaware	266,505	70,541	61,397	273,614	78,400	73,400	93.6
Maryland	1,821,244	465,683	410,304	1,982,947	547,900	509,800	93.0
District of Columbia	663,091	173,445	162,518	816,982	230,000	222,400	96.7
Virginia	2,677,773	627,532	421,072	2,769,828	710,500	563,500	79.3
West Virginia	1,901,974	444,815	334,242	1,732,355	435,900	361,000	82.8
North Carolina	3,571,623	789,659	487,405	3,346,987	799,000	582,000	72.8
South Carolina	1,899,804	434,968	215,625	1,789,662	444,500	292,000	65.7
Georgia	3,123,723	752,241	394,767	2,976,645	783,400	532,000	67.9
Florida	1,897,414	519,887	336,831	2,012,046	597,900	451,200	75.5
East South Central	**10,778,225**	**2,622,203**	**1,449,719**	**10,081,940**	**2,658,400**	**1,842,000**	**69.3%**
Kentucky	2,845,627	698,538	456,665	2,549,108	678,900	519,500	76.5
Tennessee	2,915,841	714,894	446,941	2,818,226	749,000	559,000	74.6
Alabama	2,832,961	673,815	332,776	2,718,273	702,500	462,500	65.8
Mississippi	2,183,796	534,956	213,337	1,996,333	528,000	301,000	57.0
West South Central	**13,064,525**	**3,377,230**	**2,109,707**	**12,299,770**	**3,436,900**	**2,536,800**	**73.8%**
Arkansas	1,949,387	495,825	252,163	1,735,564	475,400	306,500	64.5
Louisiana	2,363,880	592,528	315,305	2,316,681	621,000	412,300	66.4
Oklahoma	2,336,434	610,481	420,239	1,987,941	559,500	435,500	77.8
Texas	6,414,824	1,678,396	1,122,000	6,259,584	1,781,000	1,382,500	77.6
Mountain	**4,150,003**	**1,120,450**	**901,546**	**4,019,718**	**1,165,800**	**1,011,700**	**86.8%**
Montana	559,456	159,945	137,819	470,033	144,000	128,500	89.2
Idaho	524,873	141,727	122,417	473,166	137,400	125,300	91.2
Wyoming	250,742	69,392	58,520	235,739	70,300	62,700	89.2
Colorado	1,123,296	316,000	267,317	1,067,095	319,700	287,000	89.8
New Mexico	531,818	129,475	69,045	490,119	129,000	89,700	69.5
Arizona	499,261	131,133	90,401	569,357	161,700	125,300	77.5
Utah	550,310	139,487	128,926	583,572	160,900	156,000	97.0
Nevada	110,247	33,291	27,101	130,637	42,800	37,200	86.9
Pacific	**9,733,262**	**3,013,172**	**2,773,466**	**10,959,607**	**3,676,100**	**3,550,300**	**96.6%**
Washington	1,736,191	537,337	486,703	1,905,239	640,900	608,500	94.9
Oregon	1,089,684	337,492	299,210	1,172,674	396,200	368,500	93.0
California	6,907,387	2,138,343	1,987,553	7,881,694	2,639,000	2,573,300	97.5

*Population and Families (Occupied Dwelling Units) as established by the U. S. Census. Radio Families as projected by CBS from basic Census results.
**Civilian Population, as established by War Ration Book No. 4, November 1, 1943. Families and Radio Homes, as estimated by CBS for January 1, 1944, using methods described in the Introduction and Appendix of this book.

TABLE II

By Interstate Commerce Commission Time Zones

U. S. Time Zone	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
(U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
Eastern Time Zone	66,200,098	17,100,948	14,858,504	63,981,629	17,901,420	16,419,430	91.7%
Central Time Zone	51,032,771	13,481,454	10,197,293	47,847,263	13,666,240	11,406,050	83.5
Mountain Time Zone	4,468,297	1,188,973	952,484	4,280,811	1,223,340	1,056,730	86.4
Pacific Time Zone	9,968,109	3,083,157	2,831,449	11,198,181	3,753,000	3,617,790	96.4

TABLE III

By Counties in Eight Size Groups Based on Size of Largest City within County

Size of Largest City within County†	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
(U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
Over 500,000 population	26,711,066	7,384,806	7,095,994	26,602,707	7,971,600	7,781,470	97.6%
250,000–500,000	10,702,726	3,019,995	2,726,872	11,215,323	3,427,730	3,235,250	94.4
100,000–250,000	13,681,001	3,651,666	3,376,713	13,974,277	4,050,140	3,882,680	95.9
50,000–100,000	10,445,458	2,774,372	2,409,604	10,667,796	3,067,850	2,817,630	91.8
25,000–50,000	11,269,008	2,994,505	2,611,943	11,264,816	3,242,760	2,999,450	92.5
10,000–25,000	17,637,782	4,622,080	3,724,094	17,026,670	4,835,810	4,238,810	87.7
2,500–10,000	27,219,951	6,960,865	4,846,930	24,666,597	6,801,650	5,359,120	78.8
Less than 2,500	14,002,283	3,446,243	2,047,580	11,889,698	3,146,460	2,185,590	69.5
137 Metropolitan Areas††	66,976,482	18,251,619	16,915,925	68,267,003	20,168,770	19,291,220	95.6

*Population and Families (Occupied Dwelling Units) as established by the U. S. Census. Radio Families as projected by CBS from basic Census results.
**Civilian Population, as established by War Ration Book No. 4, November 1, 1943. Families and Radio Homes, as estimated by CBS for January 1, 1944, using methods described in the Introduction and Appendix of this book.
†Size of largest city within county based on 1940 population.
††Includes all counties which had at least half of their population in a Census Metropolitan District in 1940.

CBS Research Dept., September, 1944

KXOK
BLUE

UST FOR YOU"

Kay Morton Appeals to Women!

That's why "JUST FOR YOU," conducted by Kay Morton over KXOK . to 1:30 p. m., Monday through Friday, is the ideal medium for ing message directly into the thousands of homes located in the prosper- Mississippi Valley area covered by KXOK.

Sparkling with Miss Morton's charming personality, with interesting ic and interviews with prominent people, "JUST FOR YOU," assures usual "woman interest."

Kay knows her radio as the result of years of experience. Her contacts with local, regional and national personalities assure a constant parade interesting "names" as guests on her show. That's why "JUST FOR YOU" is the type of program that women everywhere "go" for!

If you would like to reach a tailor-made audience of women . . . of housewives . . . with a program that's sure to have unusual home acceptance from an extensive audience of appreciative and responsive listeners . . . then "JUST FOR YOU," should be YOUR PROGRAM.

Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.

KXOK

SAINT LOUIS — 1, MISSOURI

630 KILOCYCLES • 5000 WATTS — FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

EDUCATORS PLAN CHICAGO SESSION

THE EIGHTH annual School Broadcast Conference will convene in Chicago, Oct. 23-24 at the Morrison Hotel to give broadcasters and educators an opportunity to discuss their problems. This year's meeting has been planned as a working meeting, with all delegates attending all sessions. Honorary chairman of the Conference is Dr. William H. Johnson, superintendent of Chicago Public Schools, and permanent chairman is Dr. Lyman Bryson, CBS Director of education.

Two pre-conference meetings will take place Oct. 22 when the Assn. for Education by Radio meets at 3 p.m. to hear a report of the national program for AER and the Affiliation Committees. Dr. I. Keith Tyler, professor at Ohio State U., will preside. At 8 p.m. the same day the National Assn. of Educational Broadcasters will hold a general session. The final session is at 3 p.m. Oct. 24.

FCC Would Label Program Sources

Proposed Rule Requires Full Identity; Oral Argument Nov. 10

(*Text of Order on page 26*)

A PROPOSED rule to require identification not only of sponsors of commercial programs but of those providing "free" material of any kind for broadcast has been promulgated by the FCC, with oral argument set for 10:30 a.m., Nov. 10, it was disclosed last week.

Complaints Reach FCC

At its meeting Sept. 26 the Commission adopted the proposed rule, but no announcement was made until Sept. 30, after the Oct. 2 BROADCASTING went to press. According to Commission sources, the rule is designed to prevent time-chiseling on the part of several organizations and groups which of late have submitted to stations for broadcast "without charge" certain so-called "public interest" programs.

It is known that the CIO has complained to the FCC, informally, about the National Assn. of Manufacturers transcribed series, *Businessmen Look to the Future*, alleging that several stations have aired the series without announcing they were sponsored or arranged by the NAM. On the other hand, complaints have reached the Commission of other organizations, particularly those under such names as "Citizens Committee", "Civic Leagues," etc.

In nearly every instance the so-called citizens' committees actually have been political organizations formed to promote the campaigns of certain candidates or political issues, it was said. Although the proposed rule, if adopted, would affect such organizations, oral argument is not set until after election.

The FCC has set Nov. 1 as a deadline for filing requests for oral argument in the proposed regulation. Each request must be accompanied by a brief. Listed as Docket No. 6672, the proposed rule was promulgated under Sec. 317 of the Communications Act of 1934, as amended. Sec. 317 provides:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Under the rule, "in the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station," stations must announce at the beginning and conclusion "that the program is paid for or furnished, either in whole or in part".

Where programs are five minutes or less, one such announcement will suffice, either at the beginning or conclusion. "The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration is received," the proposed rule provides.

Going a step farther the Com-

(*Continued on page 26*)

Agriculture - **Basic Industry**

The tri-state area embracing parts of Louisiana, Texas and Arkansas is among the leading agricultural sections of the nation. With mild climate providing a longer growing season, farmers find the rich, fertile soil conducive to a variety of crops including cotton, alfalfa, soy beans, peanuts and corn. Future expansion of such chemurgic industries as starch from sweet potatoes and plastics from sugarcane will bring new spendable income to farmers whose buying habits are influenced by powerful, 50,000 watt KWKH. Advertisers agree that KWKH is the No. 1 medium in this prosperous market.

KWKH

A Shreveport Times Station

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

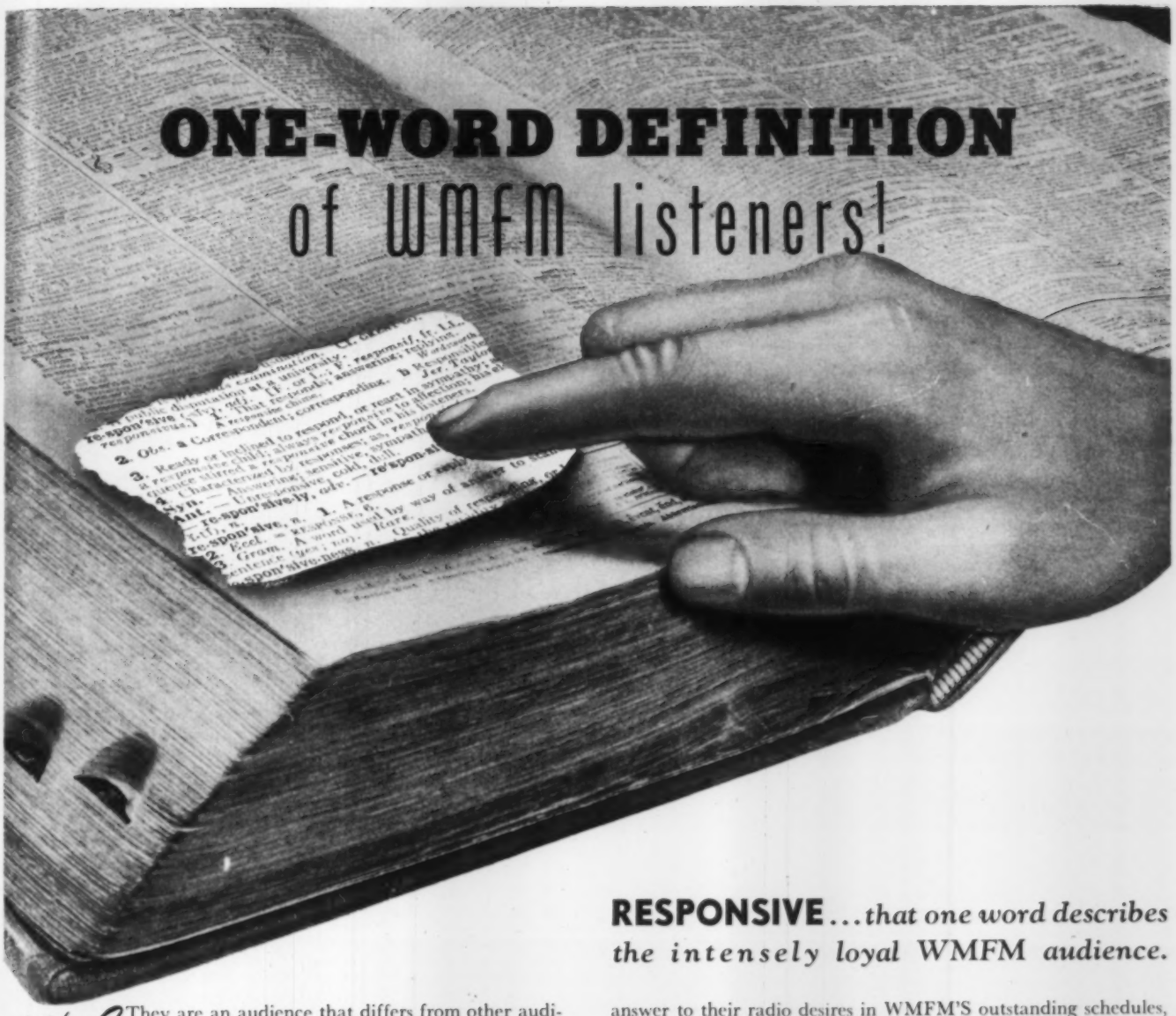
Represented by The Branham Co.

Canada Tourist Plan

CANADIAN Federal and Provincial governments plan to spend from double to ten times as much advertising in the immediate postwar period as they did in the prewar years it was revealed at a meeting of the National Tourist Advisory Committee at Windsor, Ont. They may spend close to $2,000,000 a year on tourist advertising, judging from budget figures. How much of this will go to radio is not known, but the Ontario Provincial government in 1940 and 1941 had large CBS and Blue network programs in the United States, and had such good results that it is likely a good portion of the tourist advertising appropriations will be spent on network programs in the United States.

Two Join Blue

WHOT Sound Bend, Ind., and WHBU Anderson, Ind., joined the Blue network as basic supplementary stations Oct. 8 bringing the total number of Blue affiliates to 196. Owned by South Bend Broadcasting Corp., WHOT operates full time with 250 w on 1490 kc. WHBU is owned by Anderson Broadcasting Corp. and operates full time with 250 w on 1240 kc.



RESPONSIVE...*that one word describes the intensely loyal WMFM audience.*

Why? They are an audience that differs from other audiences only in their degree of discrimination. But that difference is important. They flock to *quality* things . . . *better* things.

Proof? Witness the manner in which they turned to WMFM and Frequency Modulation, even in its early days. They like WMFM because it delivers *quality* programs . . . *better* programs. They have found the answer to their radio desires in WMFM'S outstanding schedules, and the miracle of static-free, crystal-clear FM broadcasting.

The Point? National and local advertisers are finding WMFM is essential to deliver this valuable audience . . . an audience that cannot be reached through any other combination of programs or stations.

And you? Make plans now to include this "plus" station and its audience in your fall schedules.

WMFM

THE MILWAUKEE JOURNAL FM STATION

(Continued from page 24)

mission interprets "valuable consideration" to include "the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use is connection with such programs."

It was pointed out by Commission officials that for years the newspapers have been plagued with commercial publicity handouts, under the guise of news, offered "without charge" and that radio, too, has become victim of similar tactics, under the guise of "public service" programs. In many instances such handouts or "programs" have been found to be cleverly-worded advertising.

Denied Commercial Station

CKUA Edmonton, Alt., has been refused a commercial license it was announced at Ottawa by the Dept. of Transport. The station is owned by the U. of Alberta, and has a restricted license confining it to educational activities and prohibiting commercial programs.

TEXT OF SPONSORSHIP ORDER

At a session of the FCC held at its offices in Washington, D. C. on the 26th day of Sept. 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section — *Sponsored programs, announcement of*—

(a) In the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall announce, or cause to be announced, both at the beginning and conclusion thereof that the program is paid for or furnished, either in whole or in part,

Provided, however, that in the case of programs of five minutes duration or less, a single such announcement only, either at the beginning or conclusion of the program, shall be required. The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting.

(b) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs.

Whereas, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, therefore, it is hereby ordered, That upon the written request of any interested person, oral argument be held before the Commission en banc on Nov. 10, 1944, at 10:30 a.m., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before Nov. 1, 1944, and each such request shall be accompanied by a brief.

DOUBLE-PLAY celebration marked the renewal for the 10th consecutive year of newscasts sponsored by the Fred Davis Furniture Co. on KLZ Denver. Following a special program on the occasion of the anniversary, Hugh Terry, KLZ manager (l), presents Fred Davis with a platter of the broadcast while Main Morris, KLZ sales representative (r), receives the furniture company's renewal contract.

Folger Replaces Davis

RESIGNATION of Donald D. Davis, vice-chairman of field operations of WPB, was accepted "with regret" last week by WPB chairman, J. A. Krug. Mr. Davis, who left the presidency of General Mills Corp., in 1943 to serve the WPB successively as director of the program bureau and vice-chairman for field operations, did not announce his plans. James Folger, president of Folger Coffee Co., San Francisco, succeeds Mr. Davis.

GE Meetings

DR. W. R. G. BAKER, General Electric Co. vice-president and chairman of the Radio Technical Planning Board, and A. A. Brandt, general sales manager of the company's electronics department, will discuss the latest developments in television, FM and other electronic fields at a meeting to be held by GE Oct. 31-Nov. 1 at the Waldorf-Astoria, New York, and at subsequent meetings scheduled for Atlanta and Chicago.

Quaker Places

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Oct. 2 began sponsorship of transcribed five-minute shows, Monday through Friday, on KNX KFRC WIND WBAL WNAC WWJ WNEW WGAR WIP KDKA; station break announcements on WBBM, six days weekly, and WJZ five days weekly. The 24-week contracts were placed by Sherman K. Ellis & Co., Chicago.

DISTRICT of Columbia Dewey-Bricker Club is using announcements on WOL and WRC Washington to get out the absentee vote. Tom Stone is radio director of the club.

RADIO *has changed her world—*

To youngsters, a world without radio would be inconceivable. In the schools, radio is part of their curriculum with CBS-WDRC programs like the American School of the Air. At home, they listen with their parents to WDRC, for superb news coverage of the world, for entertainment, and *for advertising.*

Because radio is a family medium, WDRC has refused many products and much advertising which could be termed "objectionable". This is a service to the listening public. It is also in the interest of advertisers on WDRC, whose message is consistently in good company.

Connect in Connecticut by using WDRC!

COVERAGE 2 PROGRAMS GET ALL 3 ON WDRC 1 RATE 3

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

THE MILKMAN'S MATINEE

FAMOUS WNEW NIGHT-OWL SHOW

Has Sold To More People...More Nights...Than Any Other All-Night Radio Program In America!

Who's Art Ford? Ask the "all-night" audience. THEY KNOW! He's the MILKMAN! What's he do? He SELLS—on *The Milkman's Matinee.*

Yes . . . more people of the "all-night" audience have listened to WNEW than to any other station in the country.

Think what this can mean to you.

Today, hard-hitting, low-cost selling on the MILKMAN'S MATINEE reaches new thousands of listeners . . . *men* and *women* with new command of buying power . . . listeners who *want to buy and do buy.*

Your sales message on this top-flight program reaches an audience already attentive to Art Ford's friendly conversation . . . responsive to music from America's largest collection of popular records.

And WNEW "listener confidence" . . . WNEW "Impact" . . . do the rest!

Who does the MILKMAN'S MATINEE sell to? Who make up the night-owl audience? The answers are *yours* for the asking. Let us give you the interesting facts *today.*

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

Longwave Broadcast Channels Sought

Godley Sees Room for 150 Locals on 3 Frequencies

USE OF THE three longwave channels below the present broadcast band (520, 530 and 540 kc) for low-power local stations, which would accommodate about 150 additional services within presently unserved or inadequately served areas, is advocated by Paul F. Godley, consulting radio engineer, of Montclair, N. J., and Washington.

Mr. Godley

In an informal address before the annual dinner of the Federal Communications Bar Assn. in Washington Sept. 29 Mr. Godley projected his views as to prospective allocations in the broadcast band in the light of the general allocation hearings being held before the FCC. A member of Panel 4, dealing with broadcast services, of the Radio Technical Planning Board, he had been assigned to a study of improving upon and enlarging the broadcast services through use of the longwave channels between 200 and 400 kc and the inclusion of the 520, 530 and 540 kc channels within the present broadcast band. He also discussed FM, and reiterated previous views at the NAB Executives War Conference in August that it will be a long time before FM displaces AM.

Among those present at the bar-dinner were FCC Commissioners Fly, Walker and Jett; Chief Engineer George P. Adair; Acting Broadcast Chief John A. Willoughby; General Counsel Charles R. Denny; Assistants General Counsel Rosel H. Hyde, Harry M. Plotkin and Benedict P. Cottone; Chief Accountant William J. Norfleet, and other FCC officials.

More Room for FM

At the same dinner, T. A. M. Craven, former FCC member and now vice-president in charge of operations of the Iowa Broadcasting Co., and Everett L. Dillard, owner of KOZY Kansas City FM station, and head of Commercial Radio Equipment Co., talked informally about allocations, with particular reference to FM. Comdr. Craven thought the allocations for FM should be increased far beyond the 75 channels tentatively agreed upon by FM Broadcasters Inc., while Mr. Dillard, former chairman of the FMBI engineering committee, predicted that interference phenomena associated with present phases of FM would be entirely overcome.

Mr. Godley felt there is small possibility of selling the industry and the public on 200-400 kc operation now—even though an approximately parallel band is being used on the Continent for broadcasting. He saw no insurmountable technical problems, but felt that the "anticipatory clamor now attaching to FM and television" makes it doubtful that the "required enthusiasm" could be raised within radio circles to put the idea across. He felt the time is not now propitious for "disinterment" of this band.

He urged strongly that the 520, 530 and 540 kc channels be promptly added to the broadcast band and that their most effective application probably lies in their restriction to low-power local operations. He continued along this line:

"The well-known propagation characteristics of these frequencies permit of a day-and-night coverage which is, respectively the equivalent of and superior to that of the average, local frequency, 250 w station, with a power of but 50 w. The unattenuated r.m.s. one-mile field of such a 50 w station would be but about 40% of the 250 w station, or 30 mV/m.

"Protection required for 500 kc ship-to-shore service would be had with fields of this order, and stations could be assigned to any point within the Continent, excepting, perhaps, in very close proximity to ship-to-shore traffic centers.

"Due to the low fields of stations such as 50 w, geographical spacings for co-channel stations could be about the same as upon present local channels provided the daytime protected areas were held to about the same size as that of the present average 'local' station. Such an arrangement would find about one millivolt at the edge of the service area, instead of one-half millivolt as at present. In other words, fields delivered at the edge of the 50 w, 520-540 kc areas would be as strong as those of a 1000 w station operating on the average local channel.

Adapting Receivers

"Sixty-three stations are, if we take an average, now accommodated on each of the present local channels; it would appear possible, therefore, to inject 150 or so additional services for use, more particularly, it is suggested, within presently unserved or inadequately served areas.

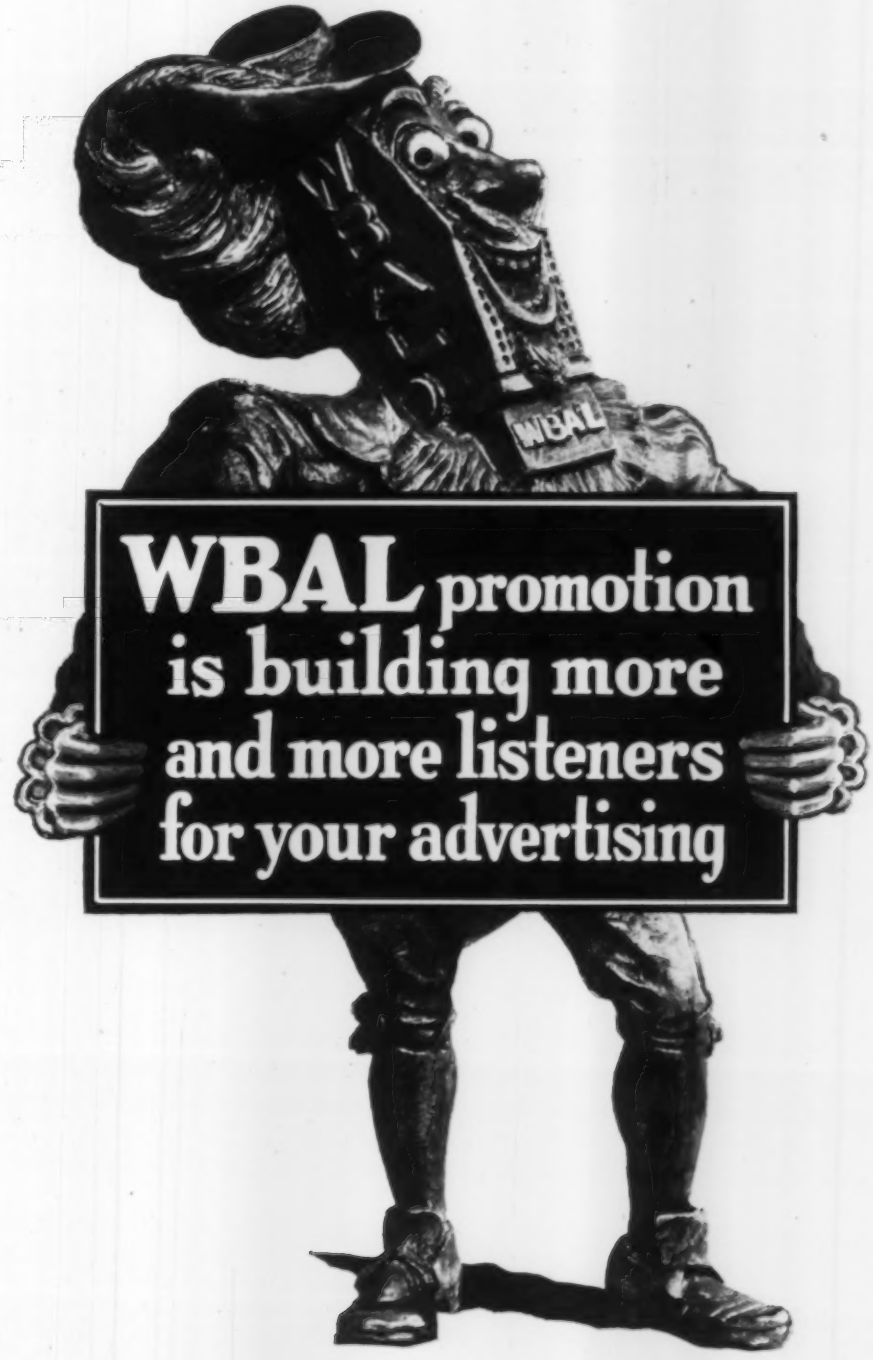
"Examination of the skywave propagation characteristics of frequencies at the lower end of the broadcast band develops further considerable encouragement for the idea. Here, it is enough to say that the proposed local night area would be greater than that of the present average "local" by the surprising amount of from 200 to 800%, depending upon the standard fixed upon for (1) radiated field, and (2) geographic separation.

"Manufacturers' data indicates that the great majority of the receivers made during the five-year period preceding the war included the police-broadcast band. Insofar as my observation goes, this has not meant much to broadcast listeners. Postage-stamp, padding condensers for the two or three variable tuning elements of these receivers will at once exclude the police band and include the 520-540 kc channels; cost of such an operation is nominal, and any wide-awake operator of one of these new services would recognize, instantly, the "smartness" of converting all receivers within his area gratis. On receivers to be manufactured in the future, the problem would be simplified in that the overall wavelength-ratio becomes a little smaller, once the police band is dropped."

As to FM, Mr. Godley said he did not harbor the view of "throwing away an only pair of pants, lacking satisfactory assurance that the new pair is as advertised and that it is going to fit." For about eight years, he pointed out, talk has gone on that AM broadcasting is "obsolete." It was his studied opinion,

(Continued on page 32)

MEMO
To Mutual:
Congratulations! Your night-time HOOPER rating is higher than ever before . . . and so is ours.*
WEBR
BUFFALO Courier-Express STATION
* WEBR Joined Mutual Broadcasting System June 1, 1944
WEBR
is nationally represented by
WEED & CO.
WEBR Broadcasting House, Buffalo, N. Y.



WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

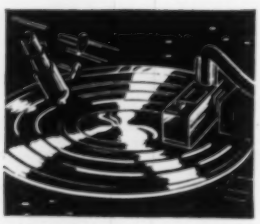
B A L T I M O R E

The book "heard" by millions

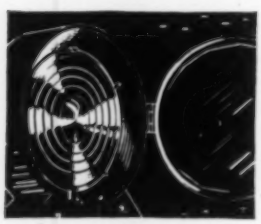
It's *read* by only a few hundred program managers at broadcasting stations. But the contents of this book are *heard* by millions. It's the Music Catalog of the World Library of electrical transcriptions. It's a pretty thick volume, because the World Library contains over forty-four hundred separate selections.

World gives program managers material to match every mood of their audiences. Popular songs and patriotic marches, college bands and carols, hill-billies and hymns—they're *all* included in the World Library. Fifty or more new selections are added each month to keep the Library fully abreast of current favorites.

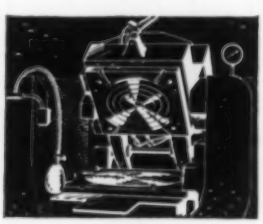
The talent recorded by World is drawn from the top brackets of the entertainment world. These artists and orchestras are directed by experienced showmen in World's own studios, where the world's



FIRST, *Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.*



THEN, *the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.*



FINALLY, *each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.*

finest technical facilities insure acoustical perfection.

A further help to program managers is the World Continuity Service. It gives them at least two and a half hours daily of expertly written program continuities. These shows are suitable for sustaining or sponsored broadcasting.

The quality of the reproduction on World transcriptions is acknowledged throughout the radio world. A recent survey showed that a majority of radio engineers considered World's Vertical-Cut Wide-Range transcriptions to be "the highest quality reproduction."

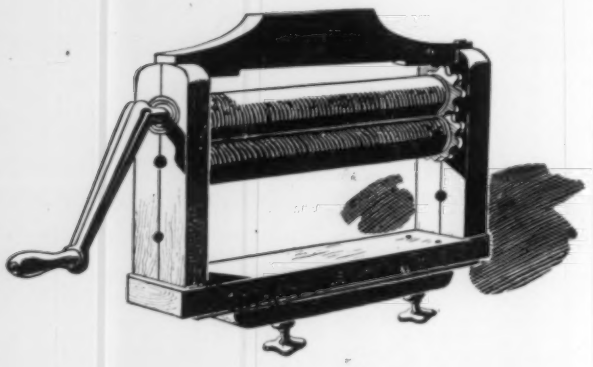
* * *

Complete information about World's specialized services to radio stations, advertisers and advertising agencies will be sent upon request. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON



12 Minutes in the Life of an Old-Fashioned Wringer . . .

A few days ago the Jefferson Hospital asked us to broadcast an appeal for *wringers,* to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p. m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the *selling power* of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES? Yes, a few!

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

PHILADELPHIA'S PIONEER VOICE
5000 WATTS
WIP
24 HOURS EVERY DAY

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

(*Continued from page 28*)

he said, that it will be "with us for a long time, if for no other reason than that it will take a long time to replace 60 million radio receivers; and until at least 95% of them are replaced."

He urged that FM be allocated and applied at an early date. But he admonished that time should be taken to accumulate data "before we speak of AM in terms of supersedure". He said ample quantitative data on the ionospheric action throughout the sun-spot cycle upon the 40-50 mc emanation is lacking; but qualitative data has "raised a flag which at times looks very red".

"What we see is a good deal more than that which is connoted by the use of the term 'burst'," he added, "and the experiences of the amateurs over a long period—and that of others more recently—show that signals from stations at distances of several hundred miles have, upon thousands of occasions, been bounced into the listener's local area with sufficient intensity to take complete control of the channel for continuous periods of two hours, or longer.

Will such a sky-wave performance, or will it not, discombobulate an allocation structure? It seems to me to be necessary that we find the answer to that question, or a satisfactory means of allocating the high-frequency facilities so as to side-step the embarrassments which such a phenomenon could, under some circumstances, develop."

Booster Stations

Mr. Godley also urged synchronized co-channel booster stations in the standard band. Expressing disappointment over the cold view of synchronized operation by former Commissions, Mr. Godley said there are many situations where booster stations will materially improve and enlarge broadcast service upon the standard band, such as, for example, within those sometimes rather thickly populated areas now being denied service at night, when many of our regional-channel stations shift to directive pattern.

"At that time, a synchronized booster station, of very low power (say 10-100 w), could carry on and supply evening service to these areas without fear of aggravating the skywave interference to co-channel stations operating at distant points. Without detailing them, it may be said that many cases of a somewhat different character may be found throughout the land where the service of individual broadcast stations could be materially improved within some areas without impairment to the operations or service of other co-channel or adjacent-channel stations; and this being true, it appears to me that some plan should be made for an allocation procedure to cover their use—and such use should be encouraged."

Even with FM operation, Mr. Godley said, it has been found that the expected coverages are not to be uniformly had. The shadowing effect of hills and the like, or reflections from hills and the like, may develop small and important zones within the service areas which receive unsatisfactory service. The RTPB FM panel, he declared, found it necessary to give serious consideration to the idea that booster stations would be desirable for "plugging up" such holes in the service picture.

Asserting this appeared to him to be practicable, Mr. Godley said he felt such procedure should not be barred to present AM operations, so long as its use can be shown to definitely improve and enlarge the service of present facilities. A great number of cases could be cited where injection of sychronized AM booster stations "would be very greatly in the public interest". He advocated that once the booster station technique has been agreed upon as effective, "present AM broadcast stations should be *required* to 'plug up' the so-obvious holes in their coverage pictures, so long as that appears to be sensible and practicable from the technical and economic standpoints."

BROADCASTS of U. of Wisconsin football games are used to recruit workers for the Leathem D. Smith Shipbuilding Co., Sturgeon Bay, Wis., under a contract signed by Mr. Smith, president of the company (r), with Don C. Wirth, managing director of the Wisconsin Network. Games are carried over 10 stations affiliated with the network, with Don Unferth, sportscaster, at the mike. Company is building ships for the Maritime Commission as well as for the Navy.

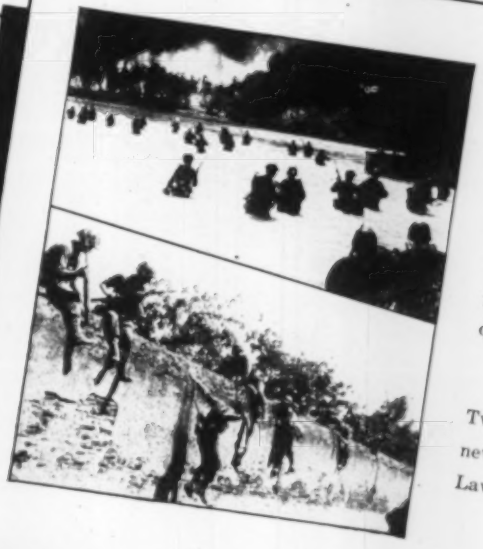
Tuxedo Feeds on Six

EARLY & DANIEL, Cincinnati (feed and poultry supplies) has begun sponsorship of *Hymn Time,* starring "Smilin' Ed" McConnell, transcription series, for its product, Tuxedo Feeds, heard twice weekly on WSM WIOD WHAS WSB WJAX WCHS starting Oct. 10. Contract, which runs for 26 weeks, was placed by Charles Michelson of Charles Michelson Radio Transcriptions, New York.

Mission Bell Jingles

K. ARAKELIAN Inc., Madera, Cal., expanding its radio promotion for Mission Bell Wines, has started one-minute transcribed singing jingles on WJZ New York. Agency, Max Jacobs Co., New York, is planning a series of recorded quarter-hour musical programs in other Mission Bell markets. Agency handles eastern and mid-western advertising.

....WHY PORTLAND, OREGON PEOPLE PREFER KGW.....



Pacific islands... Inside Europe ... Today's battle-history with the speed of sound. KGW believes accurate news from A.P., I.N.S., and U.P., clearly interpreted, is a public service requisite in wartime.

Two members of KGW's ace new staff—Bob Thomas, editor, Lawson McCall, newscaster.

FLASH....KGW FIRST WITH ALL THREE NEWS SERVICES....

AUBREY R. WATZEK..VOLUNTEER CHAIRMAN RED CROSS BLOOD DONOR COMMITTEE

AUBREY R. WATZEK

SAYS... Up to the minute news broadcasts and commentaries are of the utmost importance to every phase of the war effort, and to none more so than blood donations. The high plasma quota assigned last fall to the Portland area, 2500 pints a week, was an honor, but it has also been a constant challenge. News broadcasts, and their interpretation, bringing home to civilians the pressing need for more and more plasma as each new front is opened, help us meet the challenge. As in all its public service programs, the newscasting service of KGW has set a high mark of distinguished achievement.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

House Probe Group Moves to New York For Inquiry Into News Commentators

MOVING his entire staff to New York last week, John J. Sirica, general counsel of the House Select Committee to Investigate the FCC, began the task of reading scripts of commentators and analysts, as well as guest speakers, on the four major networks and WMCA and WHN, following the service of subpenas [BROADCASTING, Oct. 2].

Scripts Delivered

Rep. Richard B. Wigglesworth (R-Mass.), Committee member and moving spirit of this phase of the inquiry, declared the Committee would investigate all news commentaries and analyses to determine whether the Hatch Act or the Corrupt Practices Act had been violated. He alleged that two New Deal spokesmen had broadcast as guests of a commentator on WWDC Washington, and that several commentators broadcast "politically biased" material.

Robert B. Barker, chief investigator, will supervise the probe, Mr. Sirica said. Assisting are Joseph Machugh and Louis J. Russell, attorneys-investigators, and a staff of special investigators.

Mutual, through Louis G. Caldwell, Washington counsel, delivered its scripts to the Committee last week, although subpenas called for delivery on Oct. 9. In New York, according to Committee staff members, all of the major networks offered full cooperation, each providing desk space and stenographers, if needed.

Frank E. Mullen, vice-president and general manager; Frank M. Russell, Washington vice-president, and A. L. Ashby, vice-president and general counsel of NBC, offered their network's facilities, according to Mr. Barker. At CBS Paul W. Kesten, executive vice-president; Julius Brauner, general counsel, and Earl Gammons, Washington director, offered full cooperation while similar aid was tendered by Mark Woods, president; Kenneth H. Berkeley, Washington director, and Robert D. Swezey, general counsel, of the Blue. Miller McClintock, president of Mutual, tendered the assistance of his network.

Mr. Barker said John Shepard 3d, chairman of the board of the Yankee Network, also subpenaed, informed the Committee that Yankee had no commentators, but carried only Mutual newscasters.

Plans are to complete the investigation in New York, where the bulk of scripts are on file. Whether the Committee will hold a special session prior to mid-November depends on the probe's outcome and the staff's recommendations, according to Committee members.

Rep. Wigglesworth said if the investigation disclosed "political bias," he would ask Chairman Lea to call a special session of the Committee this month to air charges.

Meantime the Committee is going ahead with plans to investigate station transfers, among them the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now chairman of the board of the Blue. The WMCA case was dropped last February after two days.

It was postponement of the WMCA hearings that led to the resignation of Eugene L. Garey as general counsel, and to a split between the majority and minority members that threatened to halt the Committee's work. With the appointment in April of Mr. Sirica, hearings were resumed.

Reports were heard in Washington last week, however, that the investigation into radio newscasts may lead to another political split within the Committee.

BACK HOME in Iowa was the conversation topic of Vice-President Wallace and Max Robinson, WGR Buffalo announcer, on Sept. 24 when the Vice-President did a broadcast from WGR. Both speaker and announcer are from Des Moines. Max's father, the late Robert Robinson, and Mr. Wallace were friends, while the Vice-President's son, Henry Jr., and Max were pals back in the old home state.

Safeway on Coast

SAFEWAY STORES, San Francisco, on Oct. 1 started sponsorship of 11 weekday and three Sunday operas by the San Francisco Opera Co. from the stage of the Opera House. The broadcasts, in addition to being carried on all 38 stations of the Don Lee Network, are also being heard over CKWK Vancouver, Canada. The series will conclude Oct. 28. Agency is Foote, Cone & Belding, San Francisco.

KJAN Joins NBC

KJAN Monroe, La., owned and operated by KNOE Inc., identified with the ownership of WNOE, New Orleans, with 250 w on 1450 kc, on Oct. 4 joined NBC as a supplementary station to the Southwestern group [BROADCASTING, Aug. 28].

It pays to choose what LEADERS *use*

● **Frankly, KCKN is proud of its roster of national accounts. We have been told by some, that all factors considered, KCKN achieves results way out of proportion to its size and cost. May we tell *you* how KCKN can help you to make more sales to in-the-money, eager-to-buy Kansas Citians? Contact your nearest Capper office.**

AMERICAN BEAUTY MACARONI
ARMOUR & CO.
BARBASOL
BUTTERNUT BREAD
DR. CALDWELL
CAMPANA SALES CO.
CAREY SALT CO.
CHASE CANDY CO.
CLARK BROS. CHEWING GUM
CONTI SHAMPOO
CORONET MAGAZINE
SATURDAY EVENING POST—CURTIS
DOAN'S—FOSTER-MILBURN
EMPLOYER'S LIABILITY
EX-LAX, INC.
FORUM CAFETERIAS
FRIGARBAR CORP.
GILLETTE SAFETY RAZOR
IDEAL PEANUT BUTTER
KREML—R. B. SEMLER
LEE HATS
MANOR BREAD
MARSHALL'S AUTO STORES
METRO-GOLDWYN-MAYER
MICHIGAN BULB COMPANY
MUTUAL BENEFIT, HEALTH & ACCIDENT
PEPSI-COLA BOTTLING CO.
PERMA-PLASTIC SEAL CO.
PHARMACO
FICKWICK COFFEE
PLANTER'S PEANUTS
RALSTON-PURINA
RKO
RUSHTON BAKING CO.
SAFEWAY
SERUTAN CO.
STANBACK CO., LTD.
STARKIST CO.
SUTHO SUDS
TANGEE—GEORGE W. LUFT CO.
TARR SYSTEM
20TH CENTURY FOX
UNCLE SAM BREAKFAST FOOD
UNITED ARTISTS
WHITE OWL CIGAR
ZONITE

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

ACCURACY
IS OUR BUSINESS
in war . . . in peace

THINKING ABOUT TOMORROW . . . Charting Your Course to Satisfy Postwar Demands? Frankly, so are we, without hazarding one stride in our War Production Program. But, the time is now, and OUR EXPERIENCE RECORD . . . in Peace, in War . . . means ACCURACY to You in the PREPAREDNESS FOR PEACE that You Are Now Blueprinting. Our time schedule, at present, permits the acceptance of a Limited Number of Standard, FM and Television Applications.

ASSEMBLY ACCURACY—Last Assembly Operation of IF Filter Crystals Before Baking Process Preceding Final Electrical and Sealing Tests.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

...billionarea!
Alert radio's opportunities for public interest broadcasts are as numerous as the people—as exclusive as the Union Station!
Wherever thousands go to "see" —millions *listen* free!
And they bring along a billion dollars* spending-money!
Basic Blue WJW 850 Cleveland
Lake Erie
GEAUGA
CLEVELAND
MEDINA
SUMMIT
PORTAGE
STARK
OHIO
HOLMES
Population: two million.
Radio homes: a half million.
*Retail sales: a billion
This is a billion dollars talking.
You can't "talk back" to a billion—
but you can talk *to* it!

. . . standard equipment!

At the fights or at a fire, at the football games or meeting famous personalities—

Cleveland area's millions of people turn to WJW for their invitation to "visit" the scene of action!

Wherever crowds gather and things happen of special interest to the people, WJW microphones are *standard equipment* on the job—bringing "Cleveland" closer to Clevelanders—bringing Clevelanders closer to WJW.

Biggest morning audience in metropolitan Cleveland — and after only eight and a half months on the air!

Basic Blue **WJW** 850 Cleveland

Windfall for FALL Program Hunters

NBC Radio-Recording Division has done all the hunting for you . . . has in captivity a new, super collection of sensationally cast, written and produced shows that you can own exclusively in your city for a thin slice of original cost since it is shared among many non-competing advertisers throughout the country. To wit:

Come And Get It . . . new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-a-week shows—*ready for release about Sept. 1.*

Destiny Trails . . . brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, *The Deerslayer* . . . 39 programs stampeding with adventure. Next, *The Last of the Mohicans* . . . 39 programs. 78 quarter-hour three-a-week broadcasts *ready for release Sept. 15.*

Modern Romances . . . warmly human love stories . . . slices of real life . . . from the pages of one of America's most popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter-hours women love . . . find helpful, inspiring . . . in the tempo of today.

STAR CHRISTMAS TIE-INS!

Happy The Humbug . . . whimsical adventures of that fanciful beastie and his fascinating animal pals . . . brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.

The Christmas Window . . . dramatizing Children's stories . . . both old and new. A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

The Weird Circle . . . modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.

Stand By For Adventure . . . exciting happenings in far places among strange people . . . as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

All you have to do is pick your show . . . your stations . . . create your selling message and take to the air with a show that will stir up and hold the attention that means *sales*. Write today for full information, availability and audition records.

National Broadcasting Co. — A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . Sunset and Vine, Hollywood, Calif.

BOTANY MILLS BUYS PROGRAM ON BLUE

BOTANY WORSTED Mills, Passaic, N. J., using network radio for the first time, will sponsor Lisa Sergio, commentator, on 190 Blue stations Monday, 10:45-11 a.m. beginning Oct. 30. Botany is expanding its over-all budget for cosmetics and fabric products through the addition of radio, supplementing the magazine and newspaper schedules.

Miss Sergio has been sponsored for the past five years on WQXR New York by Botany and other advertisers. She will continue her analysis of world affairs on the latter station but will do a different type of program on the Blue Network, sifting feminine opinion on questions of interest to women, such as juvenile delinquency. Title is *One Woman's Opinion.*

Designed primarily to promote Botany lanolin cosmetics, the program will also promote Botany men's ties, fabrics for home-sewing, ready-to-wear merchandise, knitting yarns, robes and "500 suits" for men. Discs are being offered to dealers for local placement in behalf of the "500 suits" [BROADCASTING, Sept. 25]. Agency is Alfred J. Silberstein & Bert Goldsmith, New York.

Acme Signs 'Shadow'

ACME WHITE LEAD & Color Works, Detroit, has contracted with Charles Michelson Radio Productions, New York, for sponsorship of *The Shadow* on 30 stations affiliated with MBS. The stations: KGCU WAYS WKRC WHK WRR KRNT WDSM KVOX KTHT WHB KFJI KHJ WGRC WNOE KOCY KBON KBIZ KALE WRNL KSAL KMAC KFRC KLO KGB KOL KFIO KWK KMO KFBI. Account was placed by Henri, Hurst & McDonald, Chicago. *The Shadow* is also sponsored on 28 stations in the east by Blue Coal Co. through Ruthrauff & Ryan, bringing to a total of 235 the stations carrying the transcription.

Phillips Expands

PHILLIPS PETROLEUM, Tulsa, in expanding its radio advertising, on Sept. 16 began sponsorship of a half-hour of the *Barn Dance* on WLS Chicago. News and live and transcribed musical quarter-hour programs are now heard on some 18 stations in Phillips' markets. Contract for new show is for 52 weeks. Agency is Lambert & Feasley, New York.

GIVING THE ONCEOVER to contract signed by the M. M. Cohn Co., Little Rock department store, for the *Time* magazine program, *The World and America*, now being broadcast on KLRA, is Tony Ward (center), advertising director for the sponsor. At right, is Arthur Phillips, president of M. M. Cohn Co., with Sheldon Vinsonhaler, KLRA manager. Program is a recorded series of twice-weekly episodes, running 26 weeks, which started Sunday, Oct. 1.

Canada Boosts

FOUR more Canadian stations have been authorized to increase their power to 5 kw, the Radio Branch, Dept. of Transport has announced. This brings the total to 38 stations authorized [BROADCASTING, Sept. 25], the latest stations authorized being CJOR Vancouver; CJGX Yorkton, Sask.; CFPL London, Ont.; and CKCR Kitchener, Ont., provided a frequency can be found for this station. A new 100 w station has been established by the Canadian Broadcasting Corp., at Halifax, with call letters CBH and operating on 1240 kc.

Discs for Film

PARAMOUNT PICTURES, New York, is offering transcribed announcements to exhibitors for use locally in promoting showings of *National Barn Dance*, film version of the Saturday night NBC radio program sponsored by Miles Labs. Spot announcement copy and ideas for contests to be used for radio promotion are also included in the 16-page exploitation book put out by the picture company. Picture will also be promoted on all the Miles network programs [BROADCASTING, Sept. 25].

McGillvra Chicago Move

JOSEPH HERSHEY McGILLVRA, national station representatives, Oct. 1 moved Chicago offices from the Palmolive Bldg. to larger quarters in the Pure Oil Bldg., 35 E. Wacker Drive. New phone is State 5282.

OWI PACKET, WEEK OCT. 30

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 30. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Your Country's Still at War	X	--	--	--	--	--	--
Nurses' Aides	X	--	--	--	--	--	--
Car Pooling	X	--	X	--	X	--	--
Merchant Marine Recruiting	--	X	X	X	X	--	--
Careless Talk	--	X	X	X	X	--	--
Paper Conservation	--	--	--	--	--	X	X

See OWI Schedule of War Messages 132 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

NBC

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

"Pulling Teeth" in a Zinc Plant. Cathodes are "Pulled" from Electrolytic cells in one of the Inland Empire's modern smelters. Mining, Lumbering, Farming and Manufacturing all add to this area's effective buying income of $908,942,000. Sales, too, are "Pulled"— at the cost of only one Medium—when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence. (Photo Courtesy Sullivan Mines.)

CBS SURVEY SHOWS MANY FM BENEFITS

IF THE operator of every full-time standard station were to enter the FM field with the same type of station, more than 80% would get increased daytime coverage and more than 90% would increase nighttime coverage, according to a study made by the CBS engineering department under the supervision of William Lodge, CBS general engineering supervisor.

All local stations and most regional stations would be benefited coverage-wise by switching to FM, he reported, while the clear channel 50 kw stations and a few regionals would lose coverage.

Study was made on the basis of half-millivolt contour lines for AM and 50 microvolt lines for FM stations, Mr. Lodge explained, adding that while mail maps and other systems of coverage measurement might not show exactly the same results there is no doubt about the trend being correct.

Intl. Salt Plans

INTERNATIONAL SALT Co., Scranton, Pa., after Jan. 1 will use spot announcements and participating programs for Sterling Auger Action Rock Salt, a snow and ice remover, on an undetermined number of stations throughout the country. Agency is J. M. Mathes Inc., N. Y.

Fly Praises Chicago U.

IN A LETTER to Sherman H. Dryer, WGN producer of *The Human Adventure*, WGN educational series in cooperation with the U. of Chicago now beginning its second year on Mutual, James Lawrence Fly, FCC chairman wrote: "May I congratulate the University of Chicago on the anniversary of its education program, *The Human Adventure*. It is good to know that, along with its manifold other functions, the American system of broadcasting can find time also for educational material of wide popular appeal, and that educational institutions are alert to the need for such programs. May *The Human Adventure* continue to flourish."

Twin City Outlet Sought by Cowles

File With FCC for New Name; WLOL Negotiations Failed

APPLICATION for a new standard broadcast station in Minneapolis-St. Paul, to operate on 580 kc with 1,000 w day and night (directional day and night) was filed with the FCC last week by the Northwest Broadcasting Co., a new corporation established by the Cowles newspaper and radio interests.

The corporation's stock is owned in equal shares by John Cowles, president and publisher of the *Minneapolis Star-Journal*, and his brother, Gardner Cowles Jr., president of the Iowa Broadcasting Co., the *Des Moines Register-Tribune* and *Look*. John Cowles is president and treasurer, Gardner Jr. chairman of the board and vice-president, T.A.M. Craven, former FCC member now vice-president of Iowa Broadcasting Co., vice president; Lyle K. Anderson, secretary of the *Star-Journal*, secretary and assistant treasurer.

Seek Name Change

The Cowles organization for some time has been interested in an outlet in Minneapolis-St. Paul, to be operated in conjunction with the newspaper. Negotiations for purchase of WLOL, it is understood, were in progress several months ago but did not jell.

Simultaneously, it was learned that the Cowles organization has filed applications with the FCC for change in the name of Iowa Broadcasting Co. to Cowles Broadcasting Co. Licenses of WOL Washington and KRNT Des Moines, held by IBC, would be shifted to the new Cowles Co. WHOM Jersey City is licensed to New Jersey Broadcasting Co., and WNAX Yankton is licensed to WNAX Broadcasting Co., both of which are Cowles' subsidiaries. WCOP Boston has been acquired by the Cowles group, but the transfer awaits FCC approval.

Hygrade Expands

HYGRADE FOOD Products Corp., New York, expanding its radio advertising for meat products, on Oct. 7 began sponsorship of a weekly quarter-hour woman commentator-interviewer program on WOR New York. Participating programs and newscasts are sponsored on five stations throughout the country. Agency is Williams Adv., New York.

NEWSPAPER ADVERTISING
KABC
Radi-culture
Not only does KABC carry the finest of Blue Network, regional and local programs, but it also believes in letting the radio public know that these programs are on the air!
Each month the station uses an average of 5,000 lines of space in San Antonio newspapers to feature its offerings . . . another factor which has helped earn for KABC its reputation as "The Fastest Growing Radio Station in San Antonio!"
KABC
SAN ANTONIO'S BLUE NETWORK STATION
WEED & COMPANY, National Representatives

BOILED FOOTBALL

KTSW Condenses Grid Games Through Transcription

A STREAMLINED version of Emporia High School's night football games, with every play described, will be aired by transcription this season over KTSW Emporia. Station originally had the games scheduled for full broadcast, from start to finish, including running accounts during times out.

Gillette Safety Razor Corp. will sponsor Friday night boxing bouts on Mutual, beginning at 9 p.m. (CWT). That would interfere with the football games. So KTSW transcribes the play-by-play account and everything else. To prevent the broadcast from running into the late night hours, the streamlining process was evolved. As a result KTSW listeners will get a full game, play-by-play, condensed to an hour and a quarter, with time-out periods limited to 20 seconds and only the bare essentials of opening ceremonies, the quarter and half periods being aired.

Broadcasts, sponsored by the New Process Laundry of Emporia, will be handled by Duane Tucker, Emporia State student and winner of the KTSW Stanford Summer Radio School Award, and Vic Hyden, formerly of KANS Wichita.

You Can Buy National Network Radio Programs FOR YOUR LOCAL USE

Blue Network Co-operative Programs can sell for *you* —and you pay only for your own area

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell *your* merchandise or services—*locally*. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

HOW BLUE NETWORK CO-OPERATIVE PROGRAMS WORK:

The Blue Network broadcasts coast-to-coast. At a given signal—at the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as *yours* and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs, during the past two years. The names of these local advertisers are yours for the asking.

Blue Network Co-operative Programs are an exceedingly fine and effective group. Each series is heavily merchandiseable and for sale separately.

HERE ARE THE BLUE NETWORK CO-OPERATIVE PROGRAMS:

Baukhage Talking—Direct from Washington. Baukhage gets his news from the men who make it. He is in daily touch with the White House, Secretaries Hull, Stimson, Forrestal and other cabinet members, as well as Speaker Sam Rayburn, Joe Martin, Senator Vandenberg and other congressional leaders. Baukhage is a top Washington figure. Midday, Mondays through Fridays, 15 minutes.

Kiernan's News Corner—Direct from New York, Walter Kiernan. One of the outstanding human interest reporters of our time. Has had famous interviews with many of the world's great, including Pope Pius XII (when Cardinal Secretary of State), Winston Churchill, the King and Queen of England, Madame Chiang-Kai-Shek, General Eisenhower, Jimmy Doolittle, etc. Kiernan has an informal slant that has endeared him to millions of listeners. Early afternoon, Mondays through Fridays, 15 minutes.

Martin Agronsky—Direct from Washington. One of the world's great war correspondents. Got out of Singapore 6 days before the Japs marched in—was with General Montgomery in battle, with General MacArthur in Australia, and has been under fire on most of the fighting fronts. Martin Agronsky has broadcast from hot spots all over the world. Early morning, Mondays through Saturdays, 15 minutes.

The Mystery Chef—Direct from New York. Tells women how to cook luxurious meals at low cost. Has the largest audience of any cooking expert in the United States. This is a highly merchandiseable program and can create substantial, traceable store traffic. The Mystery Chef personally will endorse an acceptable product or store and recommend it to his responsive audience. Daytime, Mondays through Fridays, 15 minutes.

Henry J. Taylor—Direct from New York. World-famous authority on international affairs. One of the great journalists of our day. Writes for Scripps-Howard newspapers, Reader's Digest, Life Magazine, Saturday Evening Post, Cosmopolitan, etc. Henry J. Taylor has seen the war through the eyes of the prime ministers and leading military figures of 27 countries abroad, including President Inonu in Turkey, Franco in Spain, Salazar in Portugal, Per Albin Hansson in Sweden; as well as Anthony Eden and others in England, General Eisenhower and our military leaders on many fronts. Evening, Mondays through Fridays, 15 minutes.

The Green Hornet—One of radio's best adventure shows, 30 minutes of concentrated excitement. A great cast and highly-skilled network writing, direction and production account for the vast audience throughout the country that listens regularly to the Green Hornet. Evening, half-hour program, once a week.

The Blue Network furnishes merchandising support for all of its Co-operative Programs. *The personal attention and advice of Blue Network executives is available to all Blue Network Co-operative sponsors.*

By sponsoring a Blue Network Co-operative Program you get its full value in your area but only pay a small part of the total talent cost, because other sponsors in other cities pay their share.

Outstanding local businesses from coast-to-coast are successfully using Blue Network Co-operative Programs. You can get complete sponsor lists upon request and can then contact other sponsors direct, asking their experience with Blue Co-operative Programs. THERE ARE HUNDREDS OF SUCCESS STORIES.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of

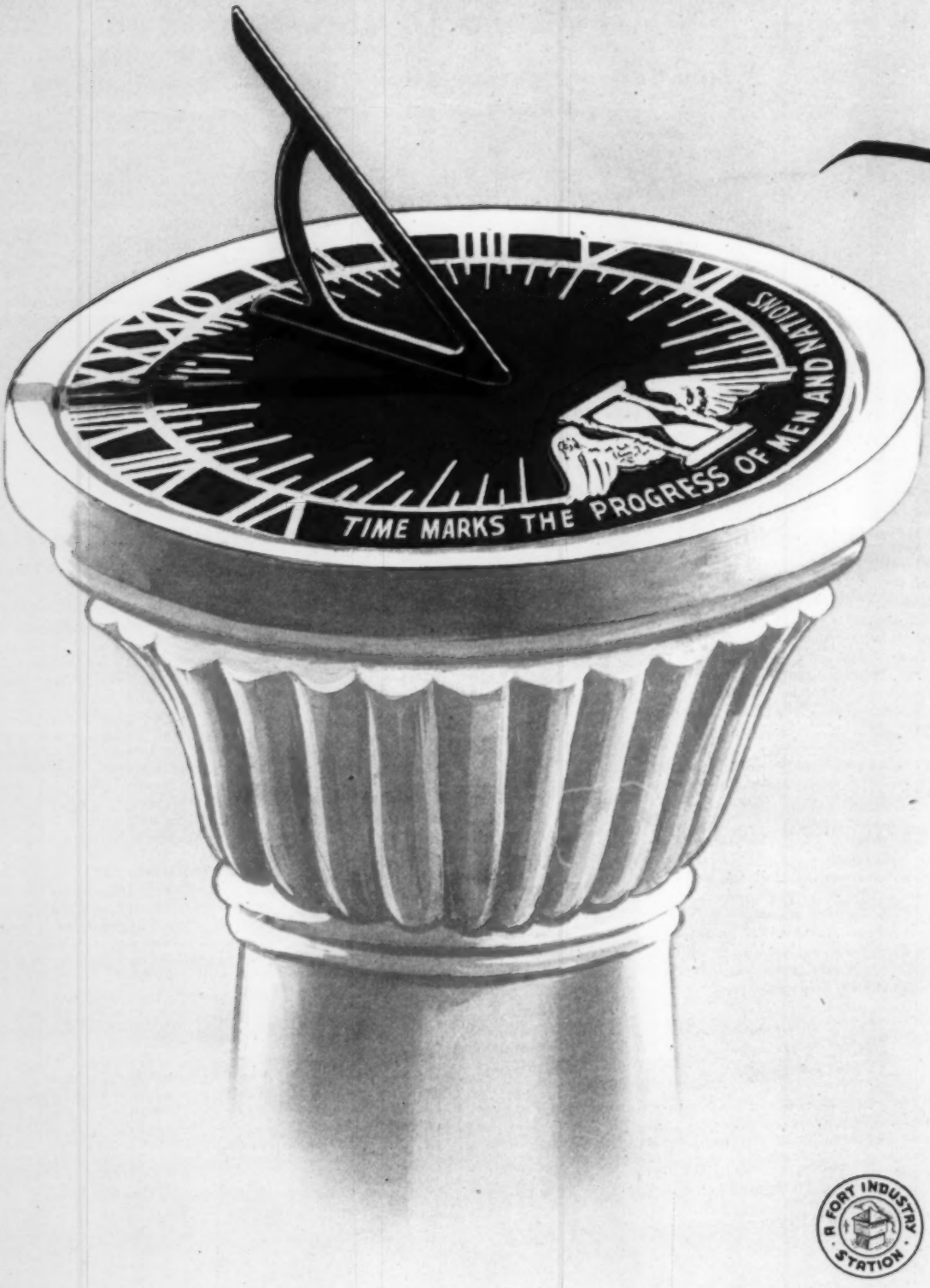
The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .

THIS ADVERTISEMENT APPEARS IN:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
Modern Brewery Age
The Milk Dealer
Ice Cream Review



A FORT INDUSTRY STATION

If it's a Fort Industry Station you can Bank On It!

Time has Changed

It used to be quite something for New York to tune in San Francisco, or Bangor to pick up Miami. But now the program is the thing.

More stations in more towns toughens the going for the big fellows and challenges the smaller fellows to make it so!

Result: "Time has changed" from just 60 minutes to the hour to something worthwhile in every single one of those 60 minutes. So have Fort Industry Company stations grown and kept fully abreast the sensational forward trend in American Broadcasting.

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WSPD
5,000 Watts
Toledo, Ohio

WHIZ
250 Watts
Zanesville, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

WLOK
250 Watts
Lima, Ohio

WFTL
10,000 Watts
Miami, Florida

Editorial

Jimmy's Opportunity

THE AFM "strike" against recording for radio can be terminated quickly, equitably and without acrimony. Practically without precedent is the act of the President in appealing to AFM President James C. Petrillo to send his musicians back to work as a patriotic move.

The AFM head has called a meeting of his executive board this week to give "careful consideration" to the President's plea. We think there can be only one answer to the Chief Executive in wartime—prompt and graceful acquiescence.

Till now, Jimmy has defied all comers on the recording ban, which has been in force since Aug. 1, 1942. The War Labor Board certified the case to Director of Economic Stabilization Vinson four months ago, after the AFM czar had defied its directive that recording be resumed. Even the WLB had taken anything but a strong position, and turned juridical handsprings in trying to placate Jimmy.

The alternative might have been Government possession and seizure of the RCA-Victor and Columbia Recording plants, following the precedent of the Montgomery-Ward case. This course, however, was not recommended by NWLB or Justice Vinson, because there was no finding that the noncompliance unduly impeded the war effort. We differ with that view, though admittedly certain of the facts have changed since the majority of the recording companies capitulated to AFM demands.

The President sets forth the facts clearly in his strong telegram. AFM's noncompliance, he said, may encourage other instances of noncompliance which "will impede the war effort".

On Jan. 12, 1943, the AFM President told a Senate investigating subcommittee considering legislation to outlaw strikes in wartime, that he would grant the request of the President that musicians go back to work after the Chief Executive was told the facts. The President has made the request—after a review of the facts by his closest advisers.

It's now up to James Caesar Petrillo.

'Hero' Epidemic

WITH EVERY important development, occurrence or event, whether in peace or war, there evolves the parasite bent upon aggrandizing himself by winning public favor or sympathy. This grim war is no exception. Radio in some instances has been taken in.

Take the case of the radio singer on a New York station billed as a wounded air ace, who, by dint of plastic surgery, was rehabilitated. He was picked up for appearance on a national network documentary. A check revealed it was a hoax. He had been an aviation cadet, but had been discharged because of a skin disease and had never seen a fighting front. It was a press agent's pipe dream.

There are other instances of participation shows wherein men in uniform, bedecked with service ribbons and medals, turned out to be pure phonies seeking kudos and cash. The FBI is turning in such fakes daily.

Usually it is found that these phony heroes or their press agents try to muscle in on radio. As the war progresses, it gets worse. It is a low, obnoxious business.

Self-acclaimed heroes shouldn't be accepted at face value—particularly if they have press agents. There is a simple formula. Ask for the subject's military record. Get his serial number, his name and his home town. Then check with the nearest public relations office of the particular service branch. With that information, a check at Washington personnel headquarters is swiftly made.

Time for a Change

FOR SEVEN years Atlantic Refining Co. has followed an unusual policy in meeting request of stations, not on its sponsored schedule, for the right to broadcast games to which Atlantic has exclusive rights. The policy is simple: Grant the right to stations, and provide tthe lines, on condition they carry the Atlantic commercials *gratis*.

But there lies what most broadcasters call a violation of advertising ethics—a sustaining program with free commercials.

WGAR Cleveland ran into the policy when it tried to get rights to three Notre Dame football games on the Atlantic schedule, offering to substitute public service announcements. Atlantic originally scheduled other games on its Cleveland station, WTAM, leaving Cleveland without Notre Dame coverage on those days though it is a red hot Notre Dame town.

Seven years ago the policy may have been expedient. Today Atlantic's policy is outmoded. Abuse of exclusive rights by suppression of broadcasts desired by a large audience eventually will backfire on sponsors.

Newspaper Bites Network

IN THIS radio age, precedents topple like duck-pins. Networks (and stations) buy newspaper space, but for the first time in our memory, a newspaper has purchased nationwide network time to promote itself and its market and at the same time perform a public service.

The *St. Louis Post-Dispatch*, one of the nation's top journals (which had the foresight to get into radio early with KSD) has bought a full NBC network for highlight resumes of the World Series games in St. Louis. Grantland Rice, sports columnist, Luke Sewell, manager of the Browns, Billy Southworth, manager of the Cardinals, and J. Roy Stockton, the *P-D's* baseball expert, provide a 13½-minute commentary with only 45 seconds at the beginning and end for the commercial. There are no middle commercials.

The program is being carried over 90-odd NBC stations and to men overseas via the Armed Forces Radio Service. The time budget probably will exceed $50,000.

This "first" is significant in several ways. Radio is chosen as a commercial medium by an important newspaper entity. The commercials are the briefest possible, obviously designed to stem the effort of advertisers to overload, and to set an example (in keeping with the incessant campaign of George D. Burbach, KSD general manager and *P-D* official).

Here is a newspaper big enough to recognize and use a medium which many of its contemporaries regard as competitive (hark back to the New York newspaper advertising survey). The *P-D* deserves acclaim for its enterprise and wisdom. It will profit in prestige.

Our Respects To —

JOHN ALBERT MARTIN

JOHN ALBERT MARTIN, advertising manager for Montgomery Ward & Co., Chicago, has a collection of pipes that A. Conan Doyle would have envied for Sherlock Holmes, but just when Mr. Martin can find time to light any of his smoking equipment is cause for conjecture among those who know his many duties.

Martin's title, director of media of one of the nation's greatest mail order companies, belies his task in its simplicity, for he is not only in charge of advertising for all of the company's 640 outlet stores and 200 order offices but also signs all contracts personally after investigating and analyzing the markets and choosing the media to be used. In this capacity he spends nearly 5 million dollars in advertising annually, a half-million of that going into radio advertising for Montgomery Ward in 1944 with a greater amount scheduled for radio in succeeding years.

He believes no campaign is complete without radio, which, he says, "serves as a supplementary medium to newspapers."

Martin recently declared that companies with unavailable products were advertising mainly to keep their names before the public. He added, "Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to blossom out after the war, the public will not be much surprised to learn that these products will not be available immediately.

"The well-known establishments are continuing with their usual radio programs, and recent entrants into the business world have snatched the available advertising media."

Martin was born in Muncie, Ind., July 3, 1904, the son of the town's dentist. He, however, decided against a profession, graduating in 1927 from Wabash College, Ind., with a degree in Liberal Arts, a "W" for swimming and a reputation for being up to that time the only business manager of the college's publications who didn't write his annual reports in red ink.

Following graduation, Martin worked for a time on the *Crawfordsville* (Ind.) *Review*, now the *Journal-Review*, and then joined the sales staff of the Chicago Mill & Lumber Corp. In 1928 Martin opened his own business as a newspaper representative in Chicago for 17 midwestern papers. He joined Montgomery, Ward & Co. in 1936, where his record in radio advertising placement soared from nothing to the half-million dollars placed in 1944 and where he now deals with some 800 U. S. newspapers.

Not a joiner, Martin's only social affiliations

(*Continued on page 46*)

TO BUILD A FUTURE...

...the Northwest has one-half of the nation's merchantable timber!

Lumber and forest men, like radio men, think in terms of the future. In helping protect and utilize our community's forests, KOIN uses:

REGULAR WEATHER INFORMATION...
24-HOUR DAILY EMERGENCY SERVICE
SPECIAL PROGRAMS, such as...

TILLAMOOK BURN ◗ Judged the nation's outstanding war effort show of 1943 at the Institute for Education by Radio, 1944, Columbus, Ohio. Released to nationwide CBS audience.

PISTOL BUTTE ◗ 1944's tribute to the men who protect our forests. Released to CBS. H. J. Andrews, Regional Forester U.S. Forest Service wrote:

"You have added another bright star to the string of forestry radio shows for which your station has been responsible. This show was educational and interesting, and represented the kind of outstanding public service we have come to expect from KOIN."

This has been the Northwest's best fire season. Foster Steele, Assistant Supervisor of Mt. Hood National Forest, says: *"We have had no man-caused fires during this period since KOIN started helping us."*

●

KOIN is firmly a part of the Northwest's vibrant present and inevitable future!

KOIN

CBS

PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

WEED&CO.

Are Now

Exclusive Representatives For

WDEF

The Blue and Mutual Station That Gives the Most for Your Advertising Dollar in the Rich Chattanooga Market - -

WDEF Hooper Ratings Are Constantly Going Up—Get Them From Weed & Company

WDEF

CHATTANOOGA

Joe Engel, Pres.

Frank S. Lane, Mgr.

Our Respects to

(Continued from page 44)

are as an honorary member of journalistic fraternities. In the pursuit of his favorite outdoor pastime, golf, he prefers to play on different nearby courses. He married Mrs. Martin, a native of Austria, in 1933 in Chicago. They have a daughter, Joyce, 9, and son, Bruce, 21 months. They live in an Evanston (Ill.) apartment where Martin contents himself of evenings with occasional wood-working and devotion to his vari-shaped smoking collection.

Video Council Formed

CREATION of the National Television Council, to keep the public informed of the latest developments in television was announced last week by Richard H. Hooper, regional manager of advertising and promotion for the RCA Victor division of RCA, and newly elected president of the Council. Group has set up permanent headquarters in the La Salle Hotel, Chicago, and is composed of representatives of all branches of thinking in the television industry. Members of the NTC include Comdr. William Eddy, USNR, Chicago, vice-president of the Council; Ros Metzger, vice-president and account executive of Ruthrauff & Ryan, Chicago, secretary-treasurer; Don McNeill, mc of the Blue's *Breakfast Club;* Burr Tillstrom, television puppeteer; Charles Lyon, announcer; F. K. Starbird, Firestone Tire Company official.

Personal NOTES

LT. COL. THOMPSON H. MITCHELL, who returned to his civilian position as vice-president and general manager of RCA Communications last July, was awarded the Legion of Merit Oct. 3 for his work in developing methods and procedures which made the Army Signal Corps' world-wide system of communications capable of handling the tremendous volume of traffic.

ROY D. MOORE of the Brush-Moore Newspapers (WPAY-WHBC) has been elected chairman of the bureau of advertising of the American Newspaper Publishers Assn., succeeding Frank E. Tripp of the Gannett Newspapers (WHEC WENY WHDL WTHT WDAN WOKO WABY) who has resigned.

DR. FRANK B. JEWETT, vice-president in charge of development and research for American Telephone & Telegraph Co., who retired Sept. 30 after 40 years service with the company, will devote full time to his work as president of the National Academy of Sciences and as a member of the National Defense Research Committee of the Office of Scientific Research & Development. He will occupy offices at NDRC headquarters in the Empire State Bldg., New York, and will divide his time between New York and Washington.

BERNARD JAY SHAW, account executive of WPAT Paterson, N. J., has been appointed sales promotion manager of the station.

Gunzendorfer Promoted To Manager of KSFO

APPOINTMENT of Wilton Gunzendorfer as manager of KSFO San Francisco was announced last week by Wesley I. Dumm, president of the Associated Broadcasters Inc., operating the standard station along with the international shortwave stations KWID and KWIX. Mr. Gunzendorfer earlier this year had joined Associated as manager of Associated Recording Studios, one of its divisions. Previously he had served six years as manager of KSRO Santa Rosa [BROADCASTING, July 31].

Mr. Gunzendorfer

The appointment was made to allow Lincoln Dellar, vice-president and general manager of Associated, to devote more time to postwar planning in connection with KWID and KWIX, as well as proposed development of both television and FM stations by Associated. Mr. Gunzendorfer succeeds to the post vacated several months ago by Edward J. Jansen, who became United Press representative in the Pacific Northwest.

CAPT. JAMES STUART, vice-president of KOIL Omaha and KFOR Lincoln, is with the AEF invasion forces in France, according to word received last week by his brother Charles, president of the stations.

RALPH G. TUCHMAN, former reporter on BROADCASTING's Washington staff, now public relations officer, Army Air Forces, at Boca Raton, Fla., has been promoted to a first lieutenancy. He was a GI 18 months ago.

GEORGE A. KENT has been named manager of WRLD West Point, Ga. He has been active in radio for a number of years.

FRANK M. FOLSOM, a director and vice-president of RCA in charge of the company's Victor Division, has been awarded the Navy's highest civilian honor with presentation by Secretary of Navy James Forrestal of the Distinguished Civilian Service Award for exceptional performance as chief of the Procurement Branch, Office of Procurement and Material, from February 1942 to December 1943.

WHAM

"Your Western New York Salesman"

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the

NATIONAL BROADCASTING COMPANY

National Sales Representative:

GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

FOUR TOP MARKETS!

Central Kentucky

WLAP *Lexington, Ky.*

Amarillo

KFDA *Amarillo, Tex.*

The Tri-State

WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville

WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn Represented by The John E. Pearson Co.

WGAR

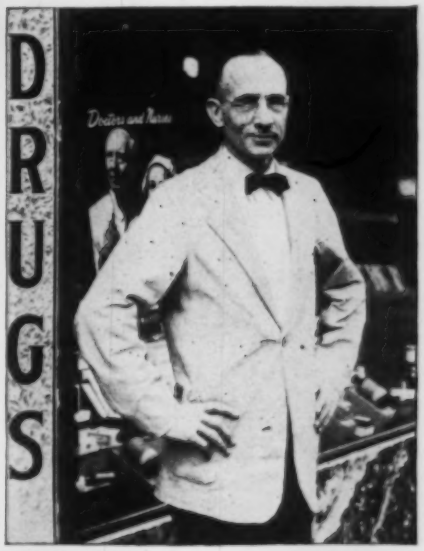
CLEVELAND

THE BIGGEST SHOW IN ~~D.V.A.~~ NORTHEASTERN OHIO

NEW 1220 DIAL POSITION MEETS APPROVAL OF WGAR LISTENERS

Betty Mahan, popular waitress at the East Park Restaurant in Ravenna, Ohio, told us . . . "we listen to WGAR every evening now that it comes in so grand".

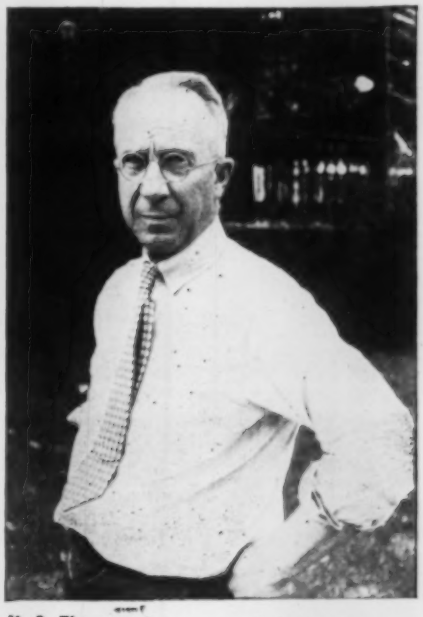
Bob Hood, auto service man of Medina, Ohio, says . . . "seems that most of the car radios around here are tuned to WGAR now that you're on 1220".



Earl Henderson, favorite druggist in Oberlin, Ohio, says . . . "WGAR comes in here like a ton of bricks, and there's even more demand for the products advertised over WGAR".

Anthony Petoskey, radio service man in Lorain, Ohio, says . . . "since WGAR shifted to 1220, it is heard here much better. We have many calls to change push buttons to WGAR".

Jennie Leksan lives in Barberton, Ohio, near the rubber town of Akron, Ohio. "We hear WGAR just as clear as a bell since you changed to your new wavelength", she says.



V. C. Thompson, on the staff at Youngstown Library, lives in Warren, Ohio. "WGAR comes in fine here," he says, "since the change in position on the dial".

FULTON LEWIS JR.
is
Hedge-Hopping
again

Fulton Lewis jr. is now on a cross country tour, gathering news, compiling public political reactions to get a cross section of the opinions of the men and women who count in America. Lewis' conclusions are broadcast Monday thru Friday over 210 Mutual stations, with over 130 sponsors.

For sponsorship in your city, write, wire, or call WM. B. DOLPH, BARR BULIDING, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Playhouse, amateur theatrical group. The new organization is the first amateur theatrical effort attempted in Oklahoma City in two years. Plans call for a radio workshop as part of its activities.

MORTON LOWNES of the sales staff of WTTM Trenton, N. J., is the father of a boy.

HERMANN D. MYSING, who has headed a group of RCA engineers serving the Army Signal Corps on an engineering development contract concerned with combat radio communications problems, has been appointed manager of sales and engineering service for RCA's auto radio dept.

R. S. (Dick) GRESHAM, formerly associated with Chicago advertising agencies, has joined KGFJ Los Angeles as account executive.

GEORGE LASKER, general manager of WORL Boston, was honored at a meeting of the Jewish War Veterans of the U.S. on Oct. 1 for his "unfailing cooperation and public spiritedness".

SIDNEY J. FLAMM, vice-president and general manager of WPAT Paterson, N. J., on Oct. 16 will be tendered a testimonial dinner by the WPAT baseball team.

NADINE AMOS, secretary to Don E. Gilman, recently resigned Blue western division vice-president, has been appointed manager of the network's new general service department in Hollywood. Miss Amos has been with the network for the past 14 years in San Francisco as well as Hollywood.

NORMAN C. BROWN, has joined CJBC Toronto as commercial representative, following his discharge from the Royal Canadian Air Force, in which he served five years.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dreamy-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't *half* match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at *cash*, and let the Coin (and credit) go! . . . If you're a realist, too, you'll know WAVE is your one best bet in Kentucky.

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Army Placement Section Headed by Maj. Baruch

MAJ. ANDRE BARUCH has been named officer in charge of the new Placement Section, Army Service Forces Group, Radio Branch, Bureau of Public Relations, War Dept. Unit will be the liaison between Army servicemen and radio. Through the placement Section, agencies and networks may secure personnel for shows. Section may also place certain Army personnel on programs, or make them available for use on the air. This clearance was formerly handled by Radio Branch, BPR, under Col. E. M. Kirby. Just returned from a tour of Army hospitals all over the country from which he originated the weekly *Visiting Hour* program on CBS, Maj. Baruch was formerly in charge of American Expeditionary Stations in the North African Theatre. Prior to joining the service, he was a well-known announcer.

Maj. Baruch

Bernard Lichtenberg

BERNARD LICHTENBERG, 52, well-known public relations counsel and past-president (1929-30) of the Assn. of National Advertisers and its chairman in 1930-32, died last week at his home in New York City. An author of such books on advertising as *Advertising Principles, Advertising Campaigns* (on which he collaborated with Bruce Barton), Mr. Lichtenberg won a gold medal from the Advertising Club of New York for his "valuable contributions to advertising education." Mr. Lichtenberg was an alumnus of New York U. from which he received a B.C.S. degree in 1914 and in M.C.S. in 1915. He is survived by his widow, two married daughters, and a son, M. J. Lichtenberg, West Point cadet.

Downing on Leave

TOM DOWNING, commercial manager of WSB Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as assistant to Leonard Reinsch, radio director of the Committee, who is also on leave from his position as managing director of the Cox stations, WSB WIOD Miami and WHIO Dayton.

Courtesy Arthur Murray Dance Studio

In good dancing, intricate footwork soon becomes "second nature."

It is "second nature" for the people of Southern New England to turn to WTIC because, for more than nineteen years, WTIC has provided the type of radio programs they prefer.

Thus, there is a constant audience for your sales message when you use WTIC—an audience that possesses an effective buying income 60% greater than the average for the entire United States.

Let WTIC's 50,000 WATTS sell your product in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County. 1940 U. S. Census—80.244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

CBS

Represented by Howard H. Wilson Co.

BEHIND the MIKE

LOUIS P. LOCHNER, NBC west coast commentator, has been assigned to follow the Allied armies into Berlin to re-establish and head the Associated Press bureau there. His four-weekly 5:45-6 p.m. spot on 6 Pacific Coast stations was taken over Oct. 4 by Elmer Peterson, NBC commentator, and former correspondent.

ARCH OBOLER, free-lance script writer, has been engaged to do a series of postwar affairs programs for BBC.

DORIS CORWITH, lecturer and assistant to NBC's Public Service Consolor, has been appointed assistant to Dwight Herrick, manager of the network's public service department. She succeeds the Rev. Everett C. Parker, who resigned to accept the post of director of radio for the Congregational-Christian Churches.

EDMUND L. SOUDER Jr., of the Blue Network newsroom staff in Hollywood, has been appointed a war correspondent, assigned to cover the China-Burma-India theatre of operations. Prior to his association with the Blue, Mr. Souder was announcer and production manager of KFRE Fresno, Cal., and previously with WJHP Jacksonville.

FRANK McGRANN, in charge of radio, stage, screen and television in the Position Securing Bureau, New York, has resigned to undertake a mission to the Far East for the U. S. Government.

Halpin Quits Censorship For Former KOIN Post

LESTER A. HALPIN, for the past two years assistant director of censorship under Byron Price, in the press and radio section of the Office of Censorship, Washington, D. C., has resumed his former position as news editor of KOIN Portland, Ore., it was announced last week by C. W. Meyers, president of the station. Dale Denny, who had charge of the KOIN newsroom in Mr. Halpin's absence, continues as assistant news editor.

Mr. Halpin

Mr. Halpin's assignment in Washington entailed guarding against premature release of vital war information. In resigning from that post he commended radio and the press for their "magnificent record" in observing the voluntary code of censorship.

T/S DON CHOWN, former WJR Detroit announcer, has been transferred from the Army Air Corps to the Army Service Forces, Boston, where he is writing and producing radio shows for WAC recruiting.

ERNIE NEFF has rejoined the announcing staff of WCAE Pittsburgh.

NELSON KING, director of special events for WKRC Cincinnati, has been promoted to sales promotion manager.

JACK PETRIE, former commercial manager and announcer of WDLP Panama City, has joined WCOA Pensacola, Fla. as newscaster.

PATRICIA MURPHY has been promoted to sales promotion director of Frederic W. Ziv Co., production firm.

ALFRED WALLENSTEIN, musical director of WOR New York, has received a leave of absence to conduct the Los Angeles Philharmonic Orchestra for the 1944-45 season. He will return to New York May 1. His WOR broadcasts will be taken over by guest conductors.

JONATHAN SNOW, WBBM Chicago promotion manager, is the father of a boy.

GEORGE WHITNEY, sales manager of KFI Los Angeles, is in New York for three weeks contacting agency executives and advertisers.

DICK JOY, released from the Navy, has returned to Hollywood radio as freelance announcer-newscaster.

WILLIAM REID, announcer of CKWX Vancouver, recently married Mabel Van Boeyen, a former member of CKWX, at Vancouver.

FERNAND ROBIDOUX, formerly of CKAC and CBF Montreal, has joined CKCH Hull, Que., as program director.

JOHN COLLINGWOOD READE, Toronto news commentator, has returned to CFRB Toronto, to conduct a thrice-weekly evening news commentary.

BARBARA BINNS, formerly with the Blue Network, New York, has joined WSAZ Huntington, W. Va., replacing Irene Bruce as conductor of *9:30 Club* women's program.

LEITH F. ABBOTT, former advertising agent for the northern division of Southern Pacific Co., and widely known throughout the northwest where he has been associated with local stations as an actor for the past 12 years, has been named director of publicity and public relations for KALE Portland, Ore.

ELLIOT BROZA, son of Stan Lee Broza, program director of WCAU Philadelphia, will become musical director of the station in January 1945 succeeding Johnny Warrington. Mr. Warrington will tour under the direction of Music Corporation of America.

LOWRY LONGSTRETH, formerly of WFTC Kinston, N. C., released from the Navy, and Alexander L. Paternotte, until recently an Army lieutenant, have joined the announcing staff of WHAT Philadelphia.

HUGH SANDERS, formerly on the production staff of WNEW New York, has joined the producing-announcing staff of WOR New York.

NOW
5000 Watts
in
TORONTO
on
CJBC

CBC RADIO CANADA

KEY STATION OF THE DOMINION NETWORK
TORONTO AFFILIATE OF THE BLUE NETWORK

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

KTSA was engineered and built to REACH and SATURATE San Antonio's wholesale trade area.

San Antonio's wholesale trade area is booming and progressive. It's a rich market now . . . and postwar plans will make it even richer . . . KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the State of Texas . . . 22.06% of the retail sales . . . . .

This is KTSA's primary market . . . the territory KTSA was DESIGNED and BUILT to serve, and which KTSA DOES serve, as proved by every recognized standard of measurement and survey. This is the market that KTSA's programs are built for. This is the field of KTSA's community service.

This is what KTSA has for sale. It is all that it offers, charges for, or claims. If you buy your radio time to do a specific job in a specific market . . . you'll be interested in the complete KTSA story.

REPRESENTED NATIONALLY BY
TAYLOR - HOWE - SNOWDEN RADIO SALES
NEW YORK — CHICAGO — DALLAS — AMARILLO

KTSA CBS
SAN ANTONIO 550 ON THE DIAL

LINGO
RADIATORS
are
back!
LINGO
VERTICAL TUBULAR
STEEL RADIATORS
Now Available for
Prompt Delivery
subject to existing regulations.
Deliveries can now be made in a few weeks to those with proper priority to cover purchases of new equipment. If you are planning improvements, you must have an antenna that will produce top efficiency, an antenna that operates with more economy, greater performance. We are prepared to serve you now. Radiators are available in standard heights—100 to 500 feet. Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.
Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.
JOHN E. LINGO & SON, INC.
EST. 1837 CAMDEN, NEW JERSEY
LINGO VERTICAL TUBULAR STEEL RADIATORS

JANE DALTON, women's editor of WSPA Spartanburg, S. C., has been appointed to the public relations committee of the women directors of the NAB.

W. GORDON SWAN, program manager of WBZ-WBZA Boston-Springfield, celebrated his 21st year on the station's staff on Oct. 2.

FLEETWOOD LAWTON has resumed his three-times weekly broadcasts on NBC after eight weeks in the South Pacific. He brought back 80 recordings made on a Soundscriber.

EDITH KELLY has joined WRGB, General Electric's television station in Schenectady, as program producer.

JIM WILLARD, conductor of Philadelphia children's programs, returns to the air Monday through Saturday, 5:15 p.m. on WIBG Philadelphia.

DICK OSGOOD, m.c. for WXYZ Detroit's *Children's Theatre of the Air*, is now program director of WXYZ and the Michigan Radio Network.

EARL WITHROW, formerly with George H. Hartman Co., Chicago, has joined WAIT Chicago as a copywriter.

CAROL MOODY, former director of women's programs for WHCU Ithaca, N. Y., has joined WBBM Chicago as junior producer.

CLARA JUMPER, formerly of KROD El Paso, has joined WIND Chicago as assistant to Fred Willson, program director.

ROGER KING, announcer at KOMA Oklahoma City, married Flora Lee Cochran of Hays, Kan. Sept. 9.

DAVID GLISSMAN, announcer at KOMA Oklahoma City resigned to attend the School of Music, Northwestern U.

TRAVE BAYLY, announcer at WHIO Dayton, is the father of a boy.

PERSONNEL SHIFTS EFFECTED AT KTBS

FOLLOWING approval by the FCC early last month of the exchange of KTBS Shreveport, sister station of KWKH, for KTHS Hot Springs, John C. McCormack, former KTBS-KWKH general manager and head of the group which takes over the operation of KTBS from the newspaper interests of John D. Ewing, last week announced new personnel appointments for KTBS.

B. G. Robertson, former KTBS program director, has been named assistant general manager to Mr. McCormack. Mandell Weisman, formerly in the sales department, has been appointed commercial manager. Due to restrictions on construction materials, KTBS will continue to share studios with KWKH for the duration, but KTBS offices have been moved to new quarters in the same building.

BOB STOREY, former announcer at WOWO Ft. Wayne, Ind., has joined the announcing staff of WHIO Dayton. Sig Roush has been named chief announcer at WHIO and Don Wayne, former chief announcer, will take charge of production on sustaining shows.

DR. ROBERT BRAND, formerly with WTMA Charleston, S. C., has joined the announcing staff of WPTF Raleigh, N. C. Dr. Brand instructs Spanish and French at Meredith College.

TODD BRANSON, announcer at WJW Cleveland for the past year, has resigned to enter television work in New York.

CONSTANCE QUEEN, former assistant head of the script routing division of the Blue Network, has been appointed manager of the division, replacing Louise Lentz, who has resigned because of illness. Margery Hawkinson, a member of the division's staff, replaces Miss Queen as assistant head.

WALTER GORMAN, formerly with the Army Transport Service in England and France as a civilian aide, has joined the Blue Network's production staff. Before joining the ATS, Mr. Gorman was with the radio department of Young & Rubicam in New York and Chicago.

JERRY STRONG, early morning announcer at WINX Washington, is the father of a girl.

MORRIS HASTINGS, former music editor of CBS' press information department, has joined the Blue Network as a writer specializing in serious music continuity.

Is it time to change?

IS YOUR TRANSCRIBED LIBRARY as fresh and useful as it used to be . . . as it *should* be, to be worth renewing? Or would it be better business to make a change as soon as you can?

Or . . . have you considered the value of stepping up your program power with an *additional* library?

Check up now — and check on ASSOCIATED!

MOST HOURS OF THE BEST RADIO MUSIC: — not just a few "peaks," but consistently high listener appeal throughout the library . . . for real usefulness throughout the months and years. That's because ASSOCIATED music *is* radio music . . . big-time, big-audience production music . . . surefire for more listeners and clients.

THE "MILLION-DOLLAR" LIBRARY: — sparkling with headliners from *today*'s top network shows!

INCOMPARABLE REPRODUCTION QUALITY: — because ASSOCIATED transcriptions are vertically-cut, pressed on pure Vinylite . . . unmatched for life-like sound. A "plus" for AM, a "must" for FM!

There's real reason why ASSOCIATED has gained more new subscrbers in the past few months than in any comparable period in its history. Now's the time to find out how it fits *your* needs!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc

25 MILLION Dollars

—will be poured into the pockets of growers who sell their tobacco in

WINSTON-SALEM

during the next three months! They'll spend a lot of that money for products we tell 'em about!

WSJS

NBC

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

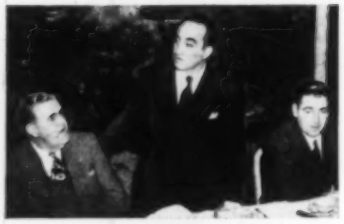
Dunbar Named

DR. WILLIS F. DUNBAR, Kalamazoo educator, writer and news commentator, has been named director of program operations for WKZO Kalamazoo, it was announced last week by John E. Fetzer, managing director of the station. Dr. Dunbar has taken a leave of absence from his post as director of the history department of Kalamazoo College to assume his new duties. He has broadcast news commentaries on WKZO since 1942. The station's news division will be under his supervision.

CKRC Staff Changes

STAFF changes have been made at CKRC Winnipeg with Charles Skelding promoted from announcer to chief announcer; Jack Wells to nighttime supervisor, a promotion from sports newscaster. Orrin Botsford, on the sales staff for the past two and a half years, is new supervisor of local sales. George Retzlaff has been promoted to chief operator. Gordon Pollon, formerly of CFAC Calgary, and All-Canada Radio Facilities, has been named office manager. Beatrice Parenteau, formerly of CKAC Montreal, is sales promotion director. Maurice Bunn has been appointed feature editor and John Jackson continuity editor. Additions to the announcing staff are Clyde Hamilton and Ted Savage, both formerly of CJRL Kenora, Ont., and Spencer Smith, formerly a government radio instructor.

TAYLOR-REED Corp., Mamaroneck, N. Y. (Tumbo Pudding), on Oct. 11 starts *What's Your Worry?*, a program for teen-age children, on WJZ New York. Agency is Ruthauff & Ryan, N. Y.



MORRIS NOVIK, director of WNYC, New York's municipal station, rises to acknowledge tribute from representatives of New York's commercial stations at a testimonial luncheon given in his honor. Tribute was occasioned by Mr. Novik's work in coordinating local programs concerned with war activities, air-raid and civilian defense as coordinator of the New York Radio Committee. Among the guests were (left) G. W. (Johnny) Johnstone, director of news and special events of the Blue Network and (right) Arthur Hull Hayes, general manager, WABC New York.

William Guyer

WILLIAM GUYER, 40, advertising manager of Schenley Import Corp. since 1940, died last week at his home in New York City. Mr. Guyer, an alumnus of New York U., was for several years an account executive with Blaine Thompson Co., and Paris & Peart prior to his association with Schenley. Surviving are his widow, Mrs. Gwendolyn Guyer, his parents, Mr. & Mrs. Nathan Guyer of Los Angeles, a brother, Arthur, and two married sisters.

MORE LISTENERS

than any other Dayton station

. . . and we can PROVE IT

Ask us . . . Ask Hooper

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS

G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

Agencies

DR. L. D. H. WELD, director of research, McCann-Erickson, New York, was made a life member of the New York Chapter of the American Marketing Assn. at the first fall luncheon meeting in New York Sept. 28.

LEWIS M. WILLIAMS, with Gebhardt & Brockson, Chicago, since 1942, has been named a vice-president.

C. B. STENNING, formerly vice-president of Walsh Adv. Co., Toronto, and since early in the war assistant to H. J. Carmicheal, coordinator of production, Dept. of Munitions and Supply, Ottawa, has joined Cockfield, Brown & Co., Toronto, as account executive.

HOWARD TULLIS, former manager of KWKW Pasadena, Cal., has joined Glasser-Gailey & Co., Los Angeles agency, as account executive.

PATRICIA BEERS has shifted from Hollywood radio department of Foote, Cone & Belding, to Los Angeles offices as time buyer for all accounts serviced by the agency in that area. Bess Harrison continues as Hollywood radio department business manager.

JOHN CORBALEY has joined the production staff of Lockwood-Shackelford Adv., Los Angeles.

TED DAHL, who formerly headed his own advertising agency, and W. P. Rodman, formerly of Heintz Pickering Co., have joined Garfield & Guild Adv., Los Angeles, as account executives.

ESSIG Co., Los Angeles agency, has discontinued its San Francisco office.

ANN BROOK BASTOW, assistant radio director with BBDO, New York, has announced her engagement to Lt. (j. g.) Samuel D. Brown Jr., USNR.

KERMIT KAHN, formerly of Foote, Cone & Belding, New York, has joined the copy department of J. D. Tarcher & Co., New York.

ALFRED C. HOUSER, formerly with Cruttenden & Eger, Chicago, has joined the Agency Service Corp., as vice-president in charge of merchandising and creative service.

KARL MARK, director of radio for the Al Paul Lefton Co., New York, has been appointed instructor of radio production, dramatics and announcing at City College of New York.

ROBERT HAYES, former account executive of Young & Rubicam, New York, has joined Duane Jones Co., New York, in charge of the Sweets Co. of America account.

J. WALTER THOMPSON Co. on Nov. 15 will move from their recently-opened-temporary quarters at 900 Lafayette Bldg., Detroit, to permanent

"—but WFDF Flint reports a tire shortage back home."

There's a "hot" spot in every market

SPOTTSTOWN 10:30 P.M.

SPOTTSYLVANIA 6:45 A. M.

SPOTTSBURG 12 NOON

SPOTTSVILLE 6:30 P.M.

ask a John Blair man

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of *any* length . . . on *any* station . . . in *any* market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.

Yes we have "Womanpower" to do Merchandising

Requests for merchandising help still get HELP . . . . from this station. Our staff of alert and capable gals will effectively merchandise your KGLO program to dealers . . . to listeners. Call on them for dealer letters, newspaper tie-ins, personal calls or confidential surveys.

IDEAL TEST MARKET

No war-swollen population here in the "PORK BARREL" market! Just about the same number of urban and farm listeners . . . BUT, all have MORE TO SPEND than ever before. A swell spot to test those postwar plans and programs.

FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

quarters in the Buhl Bldg., Detroit. Harry Mitchell, account executive on the Ford account, will be in charge of the office. Other account executives moving from Chicago to Detroit will be Storrs J. Case, Charles P. Tyler, Lowell H. Stormont, along with Hugh Reading, copy writer on Ford, and J. Clic Roberts, who will be in charge of dealer promotion.

LESTER GOTLEIB, radio publicity director of Young & Rubicam, New York, left Friday for Hollywood for a three-week visit at the agency's office in that city.

ALBERT W. SHERER, advertising manager of the National Biscuit Co., has joined McCann-Erickson, Chicago, as vice-president.

BIOW Co., New York, has opened additional offices at 501 Madison Ave., New York, where it has taken the entire second floor to house the radio, outdoor and merchandising departments. Phone number is the same as that of the main office at 9 Rockefeller Plaza, Circle 6-9300.

Cope to Free-Lance

DON COPE, a radio director, has resigned from Ted Bates Inc., New York, to freelance. Mr. Cope will direct *Rosemary* which replaced *Vic & Sade* for Ivory Flakes on NBC, Oct. 2, handled by Benton & Bowles. He will continue to direct *Palmolive Party*, sponsored on NBC by Colgate-Palmolive-Peet Co., and handled by Ted Bates Inc.

Mr. Cope

SNAPPED AT the "Aunt Jenny-Kate Smith Friendship Cocoa Cake Party" are (l to r): Wesby R. Parker of General Foods Corp.; Harry Harding, account executive at Young & Rubicam, Inc.; Kate Smith; Joseph A. Proctor of Lever Bros. Co.; Aunt Jenny; and Ray Sullivan, vice-president, and Cal J. McCarthy Jr., account executive from Ruthrauff & Ryan, Inc. Cake was made with Swansdown Cake Flour, product advertised on the General Foods noon-day program, *Kate Smith Speaks*, handled by Y & R, and Spry Shortening, product advertised on Lever Bros.' *Aunt Jenny's Real Life Stories*, daytime serial, handled by Ruthrauff & Ryan. Both of these programs are carried on CBS.

Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in an eight-week campaign for limiting long distance phone use over holiday period, starting Nov. 1 will use an approximate total of 800 spot announcements on 19 Southern California stations. List includes KFI KECA KHJ KNX KFWB KVOE KGFJ KMTR KMPC KWKW KPAS KGB KFMB KFSD KXO KPRO KFAC KFVD KRKD. Agency is the Mayers Co., Los Angeles.

New Los Angeles Agency

FORMATION of Smalley, Levitt & Smith, advertising agency, with offices at 412 West Sixth St., Los Angeles, has been announced by Jack Smalley, president. Telephone is Vandike 0372. Mr. Smalley for the past seven years has been Hollywood manager of BBDO and prior to that managing editor for Fawcett Publications for 10 years. Charles Levitt, recently returned from a two-year assignment as program manager of OWI Washington, and formerly head of his own Los Angeles agency, has been named vice-president and general manager. Ray W. Smith, manager of Los Angeles Downtown Men's Business Assn., assumes added duties as secretary-treasurer of the new agency. Activities will include special department under direction of Mr. Levitt, devoted to development of civic and industrial promotional programs and public relations.

WINN Transfer Asked

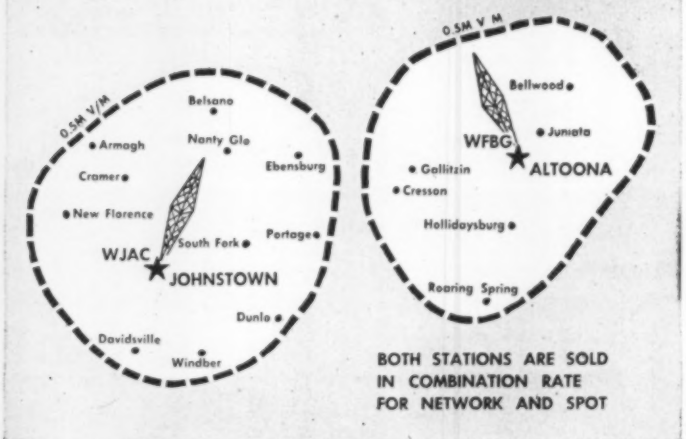
APPLICATION was filed with the FCC last week for involuntary transfer of control of WINN Louisville, Ky., from D. E. (Plug) Kendrick, deceased [BROADCASTING, July 31] to his wife, Nelle M. Kendrick, as executrix of his estate.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

REACH THE Active SALT LAKE MARKET THROUGH KDYL

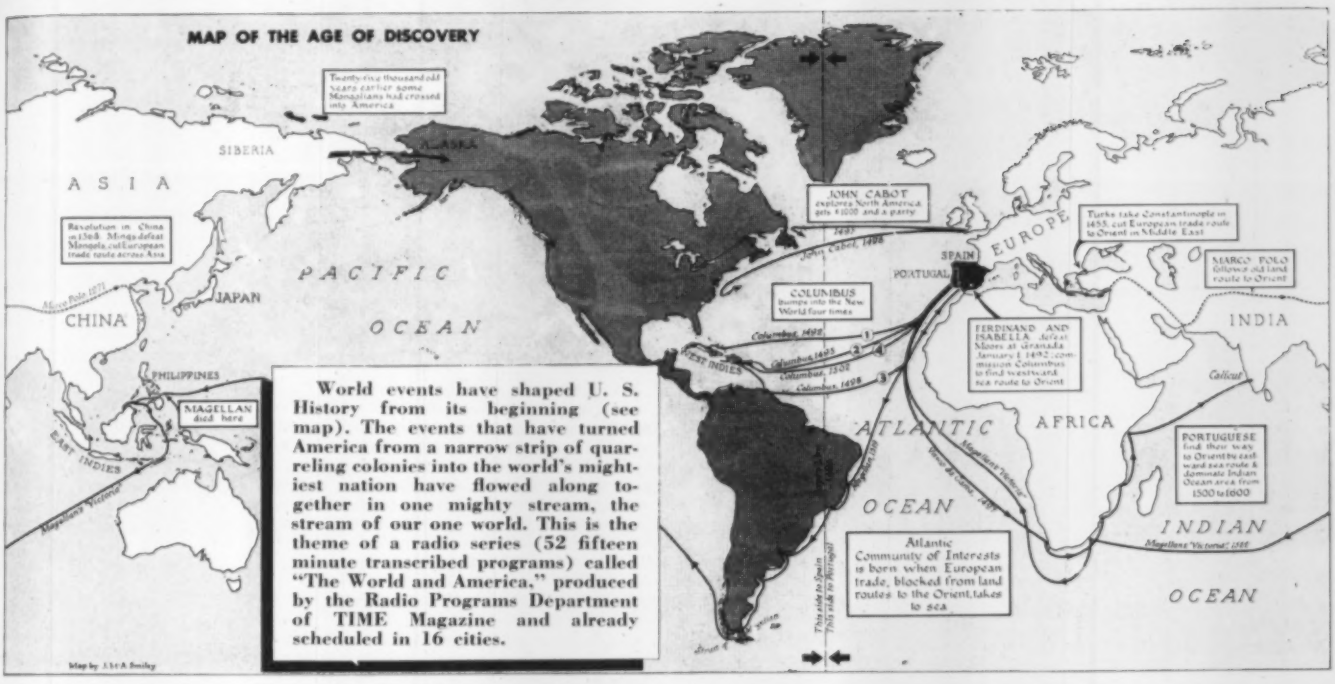
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

You are cordially invited to help millions of listeners learn about

THE WORLD and AMERICA


MAP OF THE AGE OF DISCOVERY
Twenty-five thousand odd years earlier some Mongolians had crossed into America
SIBERIA
ASIA
ALASKA
Revolution in China in 1368. Mings defeat Mongols, cut European trade route across Asia
PACIFIC
OCEAN
JAPAN
CHINA
PHILIPPINES
MAGELLAN died here
EAST INDIES
Magellan's Victoria
JOHN CABOT explores North America, gets £100 and a party
John Cabot, 1498
EUROPE
SPAIN
PORTUGAL
Turks take Constantinople in 1453, cut European trade route to Orient in Middle East
MARCO POLO follows old land route to Orient
COLUMBUS Bumps into the New World four times
Columbus, 1492
Columbus, 1493
Columbus, 1498
WEST INDIES
FERDINAND AND ISABELLA defeat Moors at Granada January 1, 1492; commission Columbus to find westward sea route to Orient
INDIA
Calicut
ATLANTIC
OCEAN
AFRICA
PORTUGUESE find their way to Orient by east ward sea route & dominate Indian Ocean area from 1500 to 1600
INDIAN
OCEAN
Magellan's Victoria, 1522
Atlantic Community of Interests is born when European trade, blocked from land routes to the Orient, takes to sea.
This side to Spain
This side to Portugal
Map by J. Lee A. Smiley

World events have shaped U. S. History from its beginning (see map). The events that have turned America from a narrow strip of quarreling colonies into the world's mightiest nation have flowed along together in one mighty stream, the stream of our one world. This is the theme of a radio series (52 fifteen minute transcribed programs) called "The World and America," produced by the Radio Programs Department of TIME Magazine and already scheduled in 16 cities.

A PUBLIC SERVICE EDUCATIONAL PROGRAM

STATIONS BROADCASTING THE WORLD AND AMERICA

Akron, Ohio	WHKK
Baltimore, Md.	WFBR
Birmingham, Ala.	WBRC
Chicago, Ill.	*
Cincinnati, O.	WCPO
Detroit, Mich.	CKLW
Fresno, Cal.	KARM
Honolulu, Hawaii	KGU
Knoxville, Tenn.	WROL
Little Rock, Ark.	KLRA
Memphis, Tenn.	WHBQ
Milwaukee, Wis.	WISN
Minneapolis-St. Paul	KSTP
New York, N. Y.	WQXR
Oklahoma City, Okla.	*
Portland, Me.	WGAN
Rochester, N. Y.	WHAM, WHEC
San Francisco, Cal.	*
Salt Lake City, Utah	KDYL
South Bend, Ind.	WSBT
Washington, D. C.	WINX
White Plains, N. Y.	WFAS

**Station to be selected by sponsor.*

produced by TIME the Weekly Newsmagazine

Leaders of all America's parties agree that to keep out of war ourselves we must help keep the whole world out of war. And that we can do this only by taking a guiding part in world affairs. To make this national policy work, our citizens must understand the influence of world events on America's past and its future.

"The World And America" tries to get this important information into the heads of busy, intelligent Americans—and make it stick and make it *interesting* too! In a series of 52 broadcasts, it aims to teach U. S. history by letting you eavesdrop on the conversation of two everyday Americans who like the country they live in and want to find out how it got that way.

The premieres of this educational historical program series was aired over WQXR, New York, about three months ago. Approval has been spontaneous from educators as well as listeners. Typical is the comment of Winifred Fisher, Executive Director of the New York Adult Education Council, Inc., who writes:

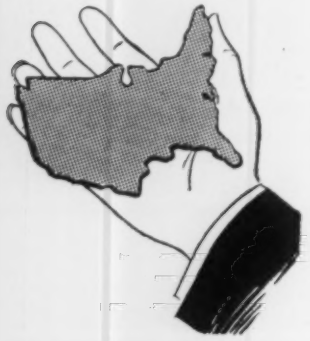
"I have heard many enthusiastic comments about your program. For example, Dean Langmuir, an investment counselor and brother of the electrical Irving, said recently,

'The World and America, is perfectly wonderful. I wouldn't miss it for anything. I ought to know those things but I don't. If I have ever known them. I have forgotten them, but they interest me exceedingly.'

"The program must be pretty good since its appeal to so sophisticated a person is just as strong as to some of the much less sophisticated people with whom I have discussed it."

Available in areas not already reserved. Write

HARRY S. GOODMAN
19 East 53 Street
New York 22, New York



HERE'S COVERAGE!

Washington's radio audience is composed of folks from every state in the Union. Eventually some of them will wend their way homeward. Then they will ask for the products they learned to know and use while in Washington. Doesn't that give you National coverage at the low WINX rates?

The Best Test Market at
MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Studio Notes

CONVERSION of the Vanderbilt Theatre, 148 W. 48th St., New York, into a broadcasting studio for the Blue network has been completed and five Blue programs weekly are now originating from the theatre. Conversion includes location of the control booth in the balcony instead of the ground floor, and a stage that can be enlarged or reduced in size as necessary. For better acoustical control, studio walls have movable panels and the ceilings over the stage can be pivoted.

WABC New York, which last May discontinued broadcasting from 6 a.m. to 8 a.m. Sunday, on Oct. 1 reverted to 6 a.m. as the start of the broadcast day. Arthur Hull Hayes, general manager, said the move was made in response to many requests.

KYW Philadelphia has resumed its educational broadcasts with six different programs devoted to the public, parochial and private schools in the Philadelphia area. Included are: *Our Public Schools, Living in Wartime, Know Your Schools,* and *Once Upon a Time.*

KTSW Emporia, Kan. has added the special AP radio wire through Press Assn.

WCMI Ashland, Ky., broadcast Victory Fleet Day celebration when a parade of river boats and Coast Guard craft as well as an Army tugboat past Huntington, Ky. on the Ohio River. The broadcast, on the third anniversary of the Merchant Marine in this war, was carried for an hour and a half.

WAAT Newark has appointed Radio Adv. Co. as national representative outside the New York area. Station handles sales direct locally.

CKMO Vancouver has changed its corporate name from B. C. Broadcasting System Ltd. to British Columbia Broadcasting System Ltd.

Purely PROGRAMS

SECOND cycle of *Yanks in the Orient*, transcribed quarter-hour series produced in the Far East by a special team assigned to the task by the War Dept., started on the Blue Network Oct. 2. New Series of 26 discs will again tell the story of actions of our troops in the China-Burma-India area, starting off with a description of a visit to the Southeast Asia Command with General Stilwell participating in the program. Included in subsequent programs will be accounts of action behind Jap lines, interviews with prisoners, G. I. visit to a Buddhist Temple, combat mission with the 10th U. S. Army Air Force and a recording of the output of a U. S. State Dept. propaganda loudspeaker directed against the Japs 50 yards in front of their lines.

* * *

Postwar Series

POSTWAR planning programs have been stimulated in several cities by the *Tomorrow's Washington* series just completed on WRC Washington. Committee for Economic Development, Board of Trade, Government officials and others have endorsed the series, conducted as an impromptu round-table on 10 basic subjects. Each program developed at least one major news story for local newspapers. The *Daily News* cooperated with WRC in the project. Civic, Federal and business leaders took part.

New for CBS 'School'

CLASSIC and contemporary literature will be dramatized on *Tales of Far and Near*, weekly quarter-hour educational series for all ages starting on CBS Oct. 12 as part of the network's *American School of the Air*. Preview Oct. 5 presented Dumas' *Three Musketeers*. Another of the "School" series, *New Horizons*, begins Oct. 11 and is designed to show the kind of places where U. S. servicemen are stationed, and to emphasize postwar world travel possibilities. Narrator is Dr. Roy Chapman Andrews, author and explorer.

* * *

Jewish Part

PROGRAM designed to show the constructive side of Jewish occupation in Palestine is being released by Zionist Organization of America, Washington, to local chapters for placement on radio stations as a public service feature. According to Jacob S. Epstein Co., New York producer and distributor, 66 outlets are already carrying transcribed series, titled *Palestine Speaks*, and featuring Joseph Cotten, John Boles, Helen Menken and other prominent actors in quarter-hour dramatizations for weekly presentation.

* * *

KMYR Fun Club

TO HELP combat juvenile delinquency in Denver, KMYR has formed a "Fun Club" with its own mc and a board of directors of students representing Denver's schools. On the two days that a jitterbug contest was held to the tunes of Glenn Gray's Casa Loma orchestra, Denver Police records revealed the city was entirely free of juvenile disturbance.

* * *

USO Show on WWL

ORIGINATING from a local USO, WWL New Orleans has inaugurated a new weekly half-hour program *Club USO*, featuring music, songs, interviews, quizzes, and special entertainment by station personnel.

We KNOW the markets and radio in Texas and the Southwest, and we want to assist you in every way possible to obtain the best results from this rich and responsive market. Don't hesitate to call on us at any time. There's no obligation on your part.

REPRESENTING
KTOK—Oklahoma City, Okla.
KGNC—Amarillo, Tex.
KFYO—Lubbock, Texas
KTSA—San Antonio, Texas
KRGV—Weslaco, Texas
KROD—El Paso, Texas
KFDM—Beaumont, Texas
KRMD—Shreveport, Louisiana
The Lone Star Chain
The Oklahoma Network

New York—Murray Hill 2-2485 • Chicago—State 5260 • Dallas—Riverside 5663

TAYLOR-HOWE-SNOWDEN Radio Sales
NEW YORK 18, N. Y. 19 WEST FORTY FOURTH STREET
CHICAGO 1, ILL. 360 NORTH MICHIGAN AVENUE
DALLAS 1, TEXAS 805 TOWER PETROLEUM BLDG.
AUTHORITIES ON RADIO AND MARKETS OF TEXAS AND THE SOUTHWEST

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

MEET YOUR NEW TRAVELING SALESMAN

. . . He travels with the speed of light, he sells like a ball of fire!

Alec Electron is the symbol* of a tremendous new world force—*selling by television!*

Selling by sound alone—radio—has brought great results. Now, to have *sight* added, to have your product *seen* in use as well as "sales talked," is to gain the multiplied salespower of the most successful kind of selling—sampling and home demonstrations! Multiple personal calls!

Alert advertisers and their agencies are learning to guide the terrific impact of sight-plus-sound salesmanship. They are learning by producing experimental commercial programs week after week over stations like DuMont's pioneer New York television station—WABD.

We believe this experience in telecasting and program-building can be very useful to you in your postwar planning. May we help you? May we keep you posted on television's progress?

**DuMont's Alec Electron began life as the physicists' symbol for an electron (ψ); became animated to personify the showmanship of Television!*

DUMONT
TELEVISION
STATION WABD

DuMont Television Studios and Telecasting Equipment Department of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N. Y. General Offices and Plants, 2 Main Ave., Passaic, N. J.

IT TAKES
RDX to
Spell DESTRUCTION
TO THE ENEMY!

IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

FCC Interest in Television Future Seen in Prompt Relay Station Grants

WITH a view towards postwar network television, applications filed by Philco Radio & Television Corp. for seven television relay stations in the areas of Philadelphia, Baltimore and Washington, were granted by the FCC last week within a week of original filing. Although uncommon procedure, the immediate action is considered significant of the Commission's interest in the development of network transmission by radio for television.

Philco operates WPTZ Philadelphia and has pending applications for commercial television stations in New York and Washington. The company now operates a relay station at Mount Rose, N. J., which relays television programs to and from WPTZ and WNBT, NBC video key in New York.

No specific sites have been requested in the current applications as Philco plans to identify the most suitable locations through experimentation with the portable-mobile units. Areas and facilities are: Harve de Grace, Md. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and aural, and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; District of Columbia—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural; Sappington, Md. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural, and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; Honey Brook, Pa. (two stations)—similar to Sappington.

To operate as a reversible relay system between Washington and Philadelphia, project will be used in connection with WPTZ. Estimated cost for the system is approximately $75,000.

At the same action the Commission granted the applications of Radio Corp. of America for a new experimental television relay station, to operate as portable or portable-mobile, for the area of Camden, N. J., and a new experimental television outlet for Camden. The relay will operate on the frequency 321,000-327,000 kc, with 500 w aural and visual power. The experimental television broadcast station will use channel 5 with a maximum power of 30,000 w visual and aural.

Universal Plans

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in October issue of "Micro Topics," firm's house organ, announced it will resume making professional recorders, dropped five years ago, when war bans are eased.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 9, 1944.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:

Publisher and Editor—SOL. TAISHOFF, Washington, D. C.

Editorial Director—ROBERT K. RICHARDS, Washington, D. C.

Managing Editor—J. FRANK BEATTY, Silver Spring, Md.

Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MAURY LONG.

Sworn to and subscribed before me this 2nd day of October, 1944.

NATHAN SINROD
(Seal) *Notary Public.*
(My commission expires October 15, 1948.)

76,450 DAIRY FARMS

IMAGINE a community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners *DO*—and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into ONE coverage area.

**WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY
SCHENECTADY, NEW YORK
50,000 watts—NBC—22 years of service. Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-194

KTFI
TWIN FALLS · IDAHO

FOR *Distinguished Service* AGAIN!

U S NAVY
Certificate of Achievement
Radar-Radio Industries of Chicago Inc.
FOR ITS OUTSTANDING EFFORTS IN ORGANIZING THE ELECTRONICS INDUSTRY TO SPEED THE PRODUCTION OF VITAL WAR MATERIAL FOR THE UNITED STATES NAVY.....
James Forrestal
SECRETARY OF THE NAVY
24 August 1944

Men and women of Hallicrafters are privileged to receive from the United States Navy further recognition for distinguished service on the war production front. They have been given a special "Certificate of Achievement" — first award of its kind — for outstanding service with the radio-radar industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until the total victory is ours.

ARMY E NAVY

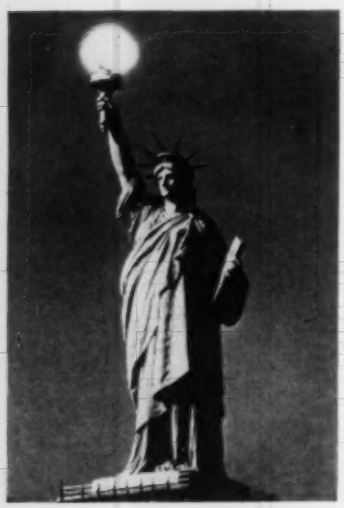
hallicrafters RADIO

★ *BUY A WAR BOND TODAY*

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.

More PEOPLE

Know her
than any other
statue in the world



More

ADVERTISERS KNOW WHBQ'S
NEWS VALUE—FOR THEY BUY
MORE NEWS PROGRAMS
HERE THAN ON ANY OTHER
STATION IN MEMPHIS

Memphis is the world's largest
Hardwood lumber market.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Radio Advertisers

AMERICAN CYANAMID Co., New York, in a test for Aero-Defoliant, a weed killing chemical, is using one-minute live spot announcements at varying intervals on some 20 stations throughout the country. More stations may be added at a later date. Agency is Donahue & Coe, New York.

STERLING DRUG Inc., New York, has acquired the stock of James F. Ballard Inc., St. Louis, manufacturers of Campho-Phenique, Odorless Disinfectant and other drug products. No change is contemplated from the present advertising set-up, with business placed direct through Jimm Daugherty Inc., St. Louis. Sales staff will be merged with that of Dr. W. B. Caldwell Co., Monticello, Ill., Sterling division.

HENRY M. FREDE & Co., Chattanooga, manufacturers of disposable diapers, will use radio after Jan. 1 in Atlanta, and Chattanooga to create wider demand for the product and enlarge distribution. Approximately 100 stores in the two cities are now selling the diapers. Agency is B. D. Iola Co., New York.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), on Sept. 30 began sponsorship of quarter-hour *Football Warm-Up Time* immediately preceding the ten collegiate football games, on WJJD Chicago. Agency is Campbell-Mithun, Chicago.

SEMBLANCE OF SERIOUSNESS is assembled as this group gathered to lunch and talk over the new five-minute news show sponsored by the Fair store, Chicago, on WMAQ Chicago [BROADCASTING, Aug. 28]. Standing (l to r): Jules Herbuveaux, program manager, Paul McCluer, sales manager, and Rudi Neubauer, account executive, all of NBC central division; and Ivan Hill, head of Ivan Hill Adv., Chicago. Seated: J. E. Ellington, v-p, H. Suyker, president, and J. M. Sammeth, v-p, all of the Fair store.

ALL SHINE SHOE Co., Brooklyn, which heretofore has concentrated on newspaper and magazine advertising, in a radio test on Sept. 23 for 26 weeks started sponsorship on WHN New York of weekly half-hour audience participation program *Wish Bone Party*. Those who break off the long end of the wish bone get a start in the career of their choice. Agency is Winer Co., New York.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Facelle tissue), has started transcribed musical programs weekly on a number of Ontario stations, and plans to use network early in 1945. Account is placed by Ferres Adv. Service, Hamilton.

SAMUEL HIGBY Camp Institute for Better Posture, New York, has appointed Frank H. Kaufman & Co., New York, to handle advertising. Radio may be used in about six months.

WASHINGTON STORES, Chicago, started sponsoring Sept. 24 quarter-hour football *Musical Scoreboard*, featuring Rog Underhill and football scores on WIND Chicago following the Chicago Bears football games on Sundays.

CHICAGO MOTOR CLUB, Chicago, currently sponsoring *Jim Blade and His Music*, on WMAQ Chicago, three times weekly, has expanded to five times weekly. Order was placed by the Agency Service Corp., Chicago.

CHRISTIE, BROWN & Co., Toronto (chain bakers), has started *Musical Tours* 5 times weekly on CFRB Toronto. Program features music of countries where Canadian servicemen are stationed. Account was placed by Cockfield, Brown & Co., Toronto.

HUDSON JEWELERS, Los Angeles, has started sponsoring five-weekly half-hour audience quiz show, *Name It and You Can Have It* on KMPC Hollywood. Contract is for 13 weeks. Agency is The Essig Co., Los Angeles.

WORCESTER lays the foundation
for POST WAR DEVELOPMENT

The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee — production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market — a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

TUCSON ARIZONA
CBS
KTUC
1400 KC
250 WATTS
REPRESENTED BY JOHN BLAIR & CO.
AFFILIATED WITH THE ARIZONA NETWORK
KOY, Phoenix • KSUN, Bisbee-Lowell
AFFILIATED STATION WLS CHICAGO

SOUND EQUIPMENT—*precisionized*—mechanically and electronically—*for finer performance*

'WOW' FREE

at the critical 33.3 rpm speed

'WOW' is the direct result of variation in turntable speed.

Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.

The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002″ tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002″ tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

Descriptive and priority data are available. Address *New York Office:* 475 — 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

SOUND EQUIPMENT

Fairchild CAMERA AND INSTRUMENT CORPORATION

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION

PENN FIFTH AVENUE Corp., New York furrier, in addition to 44 spots weekly on WQXR New York, this week expands its radio schedule to include two transcribed musical programs weekly. Firm also sponsors *Midnight Sonata*, a six-weekly 25-minute transcribed musical program on WAAT Newark. Agency is Albert Frank-Guenther Law, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe Beer), starting Oct. 9, sponsors Morgan Beatty's quarter-hour NBC news show on a local basis on WMAQ Chicago, Monday through Friday. Contract is for 48 weeks through Schwimmer & Scott, Chicago.

SO-LO Works Inc., Consumers Division, Loveland, O. (compounds and repair materials), has named the Walker R. Haehnle Adv. Agency, Cincinnati, to handle its advertising.

Adds WMFM

SAID to be the first national network account to take advantage of the large FM audience in the Milwaukee area, Allis-Chalmers Co., sponsor of the Boston Symphony Orchestra on the Blue Network, on Oct. 7 started the symphony series on WMFM Milwaukee, according to George Callos, director of advertising for Allis-Chalmers.

CIRCULEX CORP. of Canada, Toronto (therapeutic health units), has started twice-weekly quarter-hour musical programs on CKEY Toronto. Account was placed by Walsh Adv. Co., Toronto.

SOUTH BEND IS AS FAR FROM CHICAGO AS PHILADELPHIA IS FROM NEW YORK

The South Bend area stands alone. It cannot be dominated from Chicago any more than Philadelphia can be dominated from New York. The South Bend territory is just as much of an independent market as is Philadelphia.

Moreover, the latest Hooper showing—Hooper Listening Index, July-August, 1944—proves that the area can only be adequately covered by using WSBT, an affiliate of the Columbia network. It has almost half the radio listeners in South Bend morning, noon and night.

WSBT is 22 years old—1,000 watts at 960. WSBF, its FM station, already has been operating 16 months.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND
COLUMBIA NETWORK

DEWING Co., Los Angeles (handy spot service), new to radio, through The Mayers Co., Los Angeles, is planing a southern California spot campaign starting in November.

SOUTHWEST FOOD PRODUCTS Co., Long Beach, Cal. (jams, jellies, syrup), has appointed Garfield & Guild Adv., Los Angeles, to handle its advertising.

BELL TELEPHONE Co. of Pennsylvania and the Diamond Telephone Co., Philadelphia, have appointed Gray & Rogers, Philadelphia, as agency.

BELL CLOTHING Co., Oklahoma City, again is sponsoring play-by-play broadcasts of Oklahoma U. games over KOMA Oklahoma and KTUL Tulsa, according to Kenyon Brown, KOMA manager. Al Donaldson, KOMA announcer does the play-by-play and Bill Bryan, KOMA news director, the pregame, half-time and recap announcing.

CENTRAL SOYA Co., Ft. Wayne, Ind., and McMillan Feed Mills, subsidiary, have named Stockton-West-Burkhardt, Cincinnati, as agency.

STAR ELECTRIC Motor Co., Bloomfield, N. J., has placed its account with United Adv. Agency, Newark. Plans are reported to include radio.

CHAS. ODENCE Co., Boston (cigars), has named Hirshon-Garfield, Boston, as agency. Radio plans are said to be considered.

PLASTIC Industries Technical Institute, Los Angeles, has named Beaumont & Hohman, Los Angeles, as advertising representative. Plans are said to include radio.

GUM PRODUCTS Inc., East Boston, Mass. (gum and candy), has named Walther & Menadier, Boston, as agency. Radio plans are said to be considered.

SMILING IRISHMAN, New York, used car dealer, on Sept. 30 started weekly half-hour boxing matches on WBYN New York. Bouts will be covered by Charlie Vackner, Tedd Lawrence and Art Green. Agency is Klinger Adv. Corp., N. Y.

RUBSAM & HORRMANN Brewing Co., Staten Island, N. Y., on Oct. 5 started sponsorship of *The Adventures of Charlie Chan* on WJZ New York for R & H beer. Program is presented Thursday 7:30-8 p.m., same time program was heard on NBC as Lever Bros. summer replacement for Bob Burns. Although Samuel C. Croot Inc., New York, is the R & H agency, Paris & Peart, New York, has been named to handle the *Charlie Chan* program.

BROADWAY DEPT. store, Los Angeles (Hollywood store), augmenting its local newscast schedule, on Oct. 2 started thrice-weekly quarter-hour *Bridge Club* on KMPC Hollywood. Robert Lee Johnson, bridge expert, handles commentary. Contract is for 52 weeks. Placement is through Lee Ringer Adv., Los Angeles.

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

ALES & FISHER, Boston (J-A. '63 cigars), now sponsors Lester Smith, commentator, on quarter-hour *J-A Journal* thrice weekly over WNAC Boston and WEAN Providence.

FRASER ENTERPRISES, St. Paul, Minn., on Oct. 2 began sponsorship of a quarter-hour portion of *Record Reville* on WGN Chicago six days weekly, and transcribed quarter-hour shows on WGN and WNEW New York, six days a week. The 13-week contracts were placed by O'Neil, Larson & McMahon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Oct. 2 began sponsorship of quarter-hour *Rhythm & Jive* Monday thru Friday on WGN Chicago, and 16 five-minute newscasts weekly for 13 weeks on WJJD and WIND Chicago. Agency: Foote, Cone & Belding, Chicago.

COCILANA Inc., Brooklyn, sponsors Elmer Newton Eddy, commentator of *The World Situation* on Tuesday and Thursday evenings starting Oct. 10 on WBZ-WBZA Boston-Springfield. Other nights Mr. Eddy is heard on a sustaining basis.

ATLANTIC COAL Co., Boston, now sponsors *Washington Views and Interviews* featuring Barnet Nover, Sunday 1:15 p.m., on WBZ-WBZA Boston-Springfield. Series is for 52 weeks.

SALERNO-MEGOWEN BISCUIT Co., Chicago, began sponsorship Sept. 23 of a quarter-hour program featuring Capt. Michael Fielding, commentator, Saturday, on WGN Chicago. The 52-week contract was placed through Schwimer & Scott, Chicago.

LEVY BROS., Louisville (clothiers), has started thrice-weekly *Buried Treasure* over WINN Louisville. Program presents case records of unclaimed money in local financial institutions. Hess Furniture Co., Louisville, has started six newscasts weekly on WINN and Pierce's Proprietories Inc., Buffalo, through Duane Jones Co., New York, has signed for 228 transcribed announcements.

DWIGHT EDWARDS Co., San Francisco (coffee), on Oct. 1 started *Rhythm Inn* on 16 CBS stations, Sunday 5:30-5:55 p.m. (PWT). Station list includes KNX KARM KQW KROY KOIN KFPY KGDM KTUC KSUN KOY KFBB KGVO KGGM KVSF KROD KIRO. Contract is for 52 weeks. Musical variety program stars Britt Wood, comedian, with Kitty Crawford, featured vocalist and the Edward's Choisters. McCann-Erickson, Hollywood, services the coffee account.

NORTHROP AIRCRAFT Inc., Hawthorne, Cal. (employment), in a 30-day campaign which started Oct. 2 will use an average total of 350 spot announcements on eight Los Angeles area stations. List includes KHJ KMTR KMPC KFAC KRKD KNX KFOX KIEV. Agency is J. Walter Thompson Co., Los Angeles.

METRO-GOLDWYN-MAYER Studios, Hollywood, on Sept. 23 started weekly quarter-hour resume of football news on KHJ Hollywood. Contract is for 10 weeks. Studio in addition sponsors five-minute news breaks on KNX Los Angeles between halfs of the Saturday CBS football games covered by Ted Husing. Agency is Donahue & Coe, New York.

FOREMAN & CLARK, Los Angeles (chain colthiers), expanding West Coast radio advertising, on Sept. 29 for 52 weeks started sponsoring five-weekly quarter-hour newscast on KFSD San Diego. Firm has similar weekly schedule on KGO KQW KROY KJR KOMO WHB. Thrice-weekly quarter-hour *Today's War Heroes* is also sponsored on KFI. Agency is Botsford, Constantine & Gardner, Los Angeles.

NADAIR PARFUMS Co., Los Angeles (Shameless Eau de Parfum), has appointed Glasser-Gailey Co., Los Angeles, to handle advertising. No immediate radio contemplated.

SOIL-OFF Mfg. Co., Glendale, Cal. (paint cleaner), has appointed McCann-Erickson, Los Angeles, to handle advertising. Firm will continue its heavy schedule of newscasts on stations nationally.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), on Oct. 1 for third consecutive year renewed *Luky Lager Dance Time* on KFAC Los Angeles. Series comprises 30 minute program of recorded music six times per week and an hour and a half broadcast on Sunday. Placement is through McCann-Erickson, San Francisco.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

BEAUMONT MEANS BUSINESS!

RADIO STATION

KFDM

Blue Network—Beaumont, Tex.

Announces the Appointment of

Taylor-Howe-Snowden Radio Sales

as National Representatives

WITH OFFICES AT

19 West 44th Street
New York 18, N. Y.

360 N. Michigan Ave.
Chicago 1, Ill.

805-6 Tower Petroleum Bldg.
Dallas, Texas

Studio Building
Portland, Oregon

681 Market Street
San Francisco 28, Calif.

6362 Hollywood Blvd.
Hollywood 28, Calif.

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative
FREE & PETERS, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI San Antonio

Fant Milling Co., Sherman, Tex. (Gladiola flour & baking powder), 3 *ne* weekly, 52 weeks, thru Couchman Adv., Dallas.
Figaro Co., Dallas (meat curing salt), 2 *ta* weekly, 13 weeks, thru Herbert Rogers Co. Dallas.
Quaker Oats Co., Chicago (Full-O-Pep feeds), *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.
O'Cedar Corp., Chicago (polish), 3 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Chattanooga Medicine Co., Chattanooga, 3 *t* weekly, 13 weeks, thru Nelson Chesman Co., Chattanooga.
Vick Chemical Co., New York (Vatronol, Vaporub), 3 *sp* weekly, 52 weeks, thru Morse International, N. Y.
Mantle Lamp Co., Chicago (Aladdin Lamps), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Carter Products, New York (Arrid), *t* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Apache Packing Co., San Antonio (Prize ham, bacon), *t* weekly, 26 weeks, thru Pitluk Adv. Agency, San Antonio.
Carey Salt Co., Hutchinson, Kan., *t* weekly, thru McJunkin Adv. Agency, Chicago.
Goodyear Tire & Rubber Co., Akron (rubber heels), 2 *sa* weekly, direct.

KFAM St. Cloud, Minn.

Standard Oil Co. of Indiana, Chicago (oil), 156 *ta* thru McCann-Erickson, Chicago.
Standard Oil Co. of Indiana, Chicago (Bax Vitamins), 75 *ta*, thru Ivey & Ellington, N. Y.
Jacques Seed Co., Prescott, Wis. (seeds & flour), 78 *ta*, thru Triangle Adv. Agency, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 104 *ta*, thru Newell-Emmett Co., N. Y.
Pepsi-Cola Bottling Co., Long Island City, 312 *ta*, thru Newell-Emmett Co., N. Y.
Andresen Ryan Coffee Co., Duluth (Arco coffee), 5 *sa* weekly, 52 weeks, thru Stewart-Taylor Co., Duluth.

CJBC Toronto

Hobbs Glass Co., Toronto (glass & plastics), *sp* weekly, thru J. Walter Thompson Co., Toronto.

WHO Des Moines

Smith Bros., Poughkeepsie, N. Y. (cough drops), 2 *ta* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), *sp* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
Nutrena Mills, Kansas City (feeds), 3 *sp*, weekly, 52 weeks, thru Bruce B. Brewer & Co., Kansas City.
Willard Tablet Co., Chicago, 6 *sp*, weekly, thru First United Broadcasters, Chicago.
Omar Inc., Omaha (Ranch House cake flour), 3 *t* wekly, 26 weeks, thru MacFarland-Aveyard & Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 6 *sp* weekly, 26 weeks, thru Rogers & Smith, Chicago.
Quaker Oats Co., Chicago (Ful-O-Pep Feeds), *t* weekly, thru Sherman & Marquette, Chicago.
J. A. Folger & Co., Kansas City (Folger coffee), 5 *t* weekly, 52 weeks, thru Grant Adv., Chicago.
Ludens Inc., Reading, Pa. (cough drops), 5 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Bunte Bros., Chicago (cough drops), 2 *sa* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.

WGY Schenectady

Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 78 *ta*, 13 weeks, thru Lambert & Feasley, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 260 *ta*, 52 weeks thru Compton Adv., N. Y.
Musterole Co., Cleveland (Musterole), 120 *ta*, thru Erwin, Wasey & Co., N. Y.
Scholl Mfg. Co., Chicago (Zino Pads and Dr. Scholl foot powder), *ta*, thru Donahue & Coe, N. Y.
Reader's Digest Assn., Pleasantville, N. Y., 52 *sa*, 13 weeks, thru BBDO, N. Y.
Penick & Ford, New York (My-T-Fine Dessert), 260 *ta*, 52 weeks, thru BBDO, N. Y.
Seeck & Kade, New York (Pertussin), 52 *ta*, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WMAL Washington

Beecham & Associated Products, Bloomfield, N. J. (Brylcreem), 2 *sa* weekly, thru Atherton & Currier, N. Y.
Cocilana, Brooklyn, N. Y. (Cocilana cough drops), 6 *ta*, *sa* weekly, thru A1 Paul Lefton Co., N. Y.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
R. M. Hollingshead Inc., Camden, N. J. (Whiz floor wax), 2 *sa* weekly, 13 weeks, thru Aitken-Kynett Co., Philadelphia.
Sweets Co. of America, Hoboken, N. J. (Tootsie V-M), 6 *sa* weekly, 13 weeks, thru Duane Jones Co., N. Y.

WJZ New York

J. C. Eno Co., Bloomfield, N. J. (salts), weekly *t*, thru Atherton & Currier, N. Y.
E. Fougera & Co., New York (Optrix), 5 *sa* weekly, 26 weeks, thru J. M. Korn & Co., Philadelphia.
Beechnut Packing Co., Canajoharie, N. Y. (Beechnut Gum), 2 *sa* weekly, thru Newell-Emett Co., N. Y.
Wait & Bond, Newark, N. J. (Blackstone Cigars), 2 *ta* weekly, thru BBDO, N. Y.
Ex-Lax Inc., Brooklyn, N. Y., 8 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Father John's Medicine Co., Lowell, Mass., 6 *sa* weekly, 26 weeks, thru John W. Queens, Boston.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 7 *ta*, thru MacFarland Aveyard & Co., N. Y.
Vick Chemical Co., New York (all products), weekly *sa*, 26 weeks, thru Morse International, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 5 *sa* weekly, 26 weeks, thru Joseph Katz Co., N. Y.

CKAC Montreal

Living Room Furniture Manufacturers, Montreal, *sp* weekly, direct.
Vincent Lab, Montreal (proprietary), 6 *t* weekly, direct.
T. H. Estabrook Co. Montreal (Red Rose tea), *sp* weekly, thru McConnell, Eastman & Co., Montreal.
Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes) weekly *sp*, thru Whitehall Broadcasting, Montreal.
Kellogg Co. of Canada, London, Ont. (cereals), 5 *sp* weekly, thru J. Walter Thompson Co., Toronto.
Mastercraft Clothes, Montreal, *ne* weekly, direct.

WQXR New York

Tourneau Watches, New York, 2 *sp* weekly, 52 weeks, thru J. Chasen Adv., N. Y.
Health Foods, Brooklyn, N. Y., 3 *sa* weekly, 52 weeks, thru Winston Adv., N. Y.
Penick & Ford, New York, (My-T-Fine Desserts), 7 *ne* weekly, 52 weeks, thru BBDO, N. Y.

WAGM Presque Isle, Me.

Hubbard Milling Co., Mankato, Minn. (Mother Hubbard flour), 3 *sp* weekly, direct.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Miles Labs, Elkhart, Ind. (Alka-Seltzer), 3 *ta* weekly, thru Wade Adv., Chicago.

WENR Chicago

Olive Tablet Co., Columbus, Ohio (Dr. Edward's Olive Tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Presto-O-Lite Battery Co., Indianapolis, *sa* weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.

THE PACIFIC NORTHWEST BROADCASTERS
KXL
KFPY
SPOKANE
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
PORTLAND
IDAHO
WYO
OREGON
...currently carrying 13 advertisers under a money saving combination
We can offer no better proof of the value of the Pacific Northwest Broadcasters money saving plan than its continued use by national advertisers.
Wythe Walker—Eastern Sales Manager
Representatives
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets save 5%: buy all three and save 10%.

Schedules Begun By Fashion Firm

Hirshon & Garfield Handles Radio Spot Campaigns

AN advertiser in the fashion field is making its debut in radio with long-term spot schedule through Hirshon & Garfield, New York. The agency is also releasing a new radio campaign for a lighter, and is expanding the schedule for a shampoo. All radio activities are under the direction of Jerry Law, recently appointed radio chief for the agency.

Edith Lances, New York, started Sept. 10, for 52 weeks is promoting brassieres on stations in six major markets—Chicago, San Francisco, Fort Worth, Dallas, Cleveland and Detroit. Vehicle is a five-minute musical disc, *Classics in Miniature*, with Thomas Hayward, singer, and Bernard Dudley. Series will run at the rate of three a week, on NBC and CBS stations, and on Sunday wherever possible, it will also be placed adjacent locally to the *Philharmonic Symphony*, sponsored on CBS by U. S. Rubber Co.; and to the *General Motors NBC Symphony of the Air*.

Lektrolite Corp., New York, manufacturers of lighters including Electrolite and accessories, Oct. 15 starts 15-second live chain breaks Saturday and Sunday in 15 markets calling attention to a series of ads appearing in *This Week*, syndicated Sunday supplement.

For Eggnog Shampoo, M. Louis Products Co., New York, now sponsoring five-minute music programs *Voice of Romance* in Philadelphia, Washington and Baltimore, is expanding its spot campaign through 1944 until the end of the year, when delivery of the product in distribution areas will be achieved. At that time, the account plans to go into network radio. Spot expansion calls for sponsorship of *Romantic Era* or *Story of Song*, two quarter-hour discs on a twice-weekly basis on 26 stations by Oct. 9, and on 40 by Nov. 6, with parallel increase for *Voice of Romance*.

N. Y. Club Resumes

J. HAROLD RYAN, NAB president, will open the 1944-45 season of the Radio Executives Club of New York, Oct. 9 at the Roosevelt Hotel. Mr. Ryan, assisted by Paul Peter, NAB research director, will discuss the NAB plan of standard measurement of station circulation. REC meetings, formerly held Thursday noon, have been moved to Monday this year.

Canada Output Up

CANADA is producing $200,000,000 worth of communications equipment, including radar, this year. Radio and electrical communication equipment manufactured in Canada before the war amounted to $16,000,000 annually. As a result of the expanded industry, there has been a standardization of radio component parts with the resulting increase in production.

THE FARMERS' CHOICE!

"ALL RIGHT, BOSSY — I KNOW IT'S TIME TO TUNE IN WLAC!"

SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC

50,000 WATTS

ONLY CBS OUTLET
WITHIN 125 MILES OF NASHVILLE

WLAC'S LUCKY 7 FOR SOUTHERN FARMERS

5:00 A. M. Daybreak in Barnyard
6:00 A. M. NEWS
6:15 A. M. Tennessee Hoedown
6:30 A. M. "TEXAS DAISY"
6:45 A. M. Fairfield Four
7:00 A. M. Hillbilly Highlights
7:15 A.M. Renfro Valley Folks

Just One of These Programs Brought 40,000 Orders in 12 Months

Farmers wrote from virtually all of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of these states . . . Tennessee, Kentucky, W. Va., N. C., S. C., Texas, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida. This is proof that they're listenin' . . . to WLAC.

For Availabilities, Call

PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY

Feather Series

PROGRESS FEATHER Co., Chicago, starts spot announcement campaign for the fourth consecutive year on 11 stations, 5 to 12 times weekly. The 13-week contracts were placed by Lieber Adv. Co., Chicago.

Joseloff to Blue

STANLEY JOSELOFF, head of the radio talent department of Young & Rubicam, New York, has resigned to join the staff of the Blue network. It is understood that Mr. Joseloff will probably become director of talent for the net.

NAB Code Group to Hear Frankensteen Statement

PROPOSALS to amend the NAB voluntary Code of Ethics, particularly with reference to the ban on sale of time for discussion of controversial issues, will be considered at a meeting of the NAB Code Compliance Committee in New York Thursday and Friday pursuant to instructions of the NAB Executives War Conference in Chicago last August.

Richard Frankensteen, vice-president of UAW-CIO, who was invited to address the Committee, will submit a statement, but will not appear personally. He was largely responsible for provocation of the code issue, which resulted in the hearing on the license renewal of WHKC Columbus before the FCC, on complaint that the station refused to permit him to deliver a prepared address dealing with political candidates for public office.

Little Tot Test

LITTLE TOT Food Products Co., makers of children's foods, has appointed Byron Keating Co., Cincinnati, as advertising agency and will begin a test radio and newspaper campaign in three major markets for Little Tot Peanut Butter. The test programs will consist of three-minute dramatizations of the cartoon adventures of Johnny Week and Jimmy Strong; one-minute testimonials recorded in Hollywood by the children of radio and screen celebrities; and a quarter-hour dramatization based on youthful heroes in history. George Guilbert, head of the Keating Co.'s newly organized radio department, will write and produce the quarter-hour program.

Tele Lighting

TELEVISION lighting and photography was demonstrated by Henry Bluestone, director of photography of Pagano Inc., New York photographic studio, last Thursday at the monthly meeting of the Television Producers Assn. in New York. Mr. Bluestone, formerly in charge of lighting for Metro-Goldwyn-Mayer studios, with two models demonstrated how changes in lighting can create various moods of subjects televised. He showed how "Hollywood technique" can effectively be used to eliminate shadows.

Consolidated Change

CONSOLIDATED Adv. Agency, New York, last week changed ownership with Charles L. Rothschild, president, treasurer, radio director and account executive, selling the agency to Maxine Copelon, formerly copy chief. Agency name will remain the same. Mr. Rothschild, who last week joined Franklin Bruck Adv. Corp., New York, as account executive, retained five accounts, including Adler Shoes for men, leaving 18 accounts with his former agency.

Union Oil Mystery

UNION OIL Co., Los Angeles, on Oct. 16 starts sponsoring a new comedy-mystery detective series, *Michael Shane*, on 38 Don Lee Pacific stations, Monday, 8:30-9 p.m. (PWT). New series replaces the weekly *Point Sublime*. Mindret Lord and Richard de Graff will write radio adaptations. Bob Nye has been assigned Hollywood producer of Foote, Cone & Belding, agency servicing account.

'Mystery' Film Plan

COLUMBIA PICTURES Corp., New York, has secured film rights to *I Love a Mystery* from Carleton E. Morse, owner, writer and producer of the program, and on Oct. 9 will start production on a series of pictures. Tie-ins between film and CBS program, which is sponsored by Procter & Gamble, are planned. Agency is Compton Adv., New York.

To Pay Musicians

FOLLOWING a meeting with AFM officials, Democratic and Republican national committees have agreed to pay musicians employed on radio programs cancelled for the political broadcasts, it was learned last week. AFM Local 802 in New York had protested the inclusion of political broadcasts for which stations are paid, under the classification of public service programs, which are usually in time donated by the broadcasters. Union demands no payment for members who would have worked on programs cancelled for straight public service broadcasts.

Renollet to KOA

HARLEY C. RENOLLET, former farm director of WOWO Fort Wayne, has been appointed farm director of KOA Denver. He has an extensive background in farm and ranch development and is a former county agriculture agent. Mr. Renollet has been with WHIO and WING Dayton, WLW Cincinnati and WOSU Columbus, O., in farm program work.

Meet WHB's *John Schilling*—
a Radio Veteran... and our Genial General Manager!

To *pioneer* in radio, you begin as a "ham" about 1914... instruct in the Naval Radio School at New London, Conn., during World War I... then work for IT&T and the "Father of Radio", Dr. Lee DeForrest, in New York. You cruise some 75,000 miles as "sparks" on a tanker...then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City—originally known as the "Sweeney Automobile School" station, one of the great pioneers in American broadcasting. You manage WHB uninterruptedly through the years... 1922 to 1944... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling...sincerity, plus modesty, ability and being always-on-the-job to serve WHB listeners and advertisers. If you want to sell the Kansas City Market, WHB is your *happy* medium!

WHB KANSAS CITY This is Mutual 1000 WATTS-880KC

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

HOOPER	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX JULY—AUGUST MON. THRU FRI. 8-12 A. M.	13.7	11.4	28.0	13.7	31.0	2.2
HOOPER	Station A	Station B	Station C	Station D	WHB	Station E
AFTERNOON INDEX JULY—AUGUST MON. THRU FRI. 12-6 P. M.	18.1	5.8	19.1	29.1	24.7	2.3

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

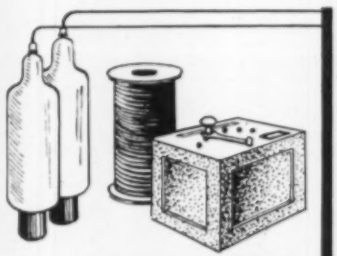
IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

From GATES Engineering Laboratories — A Preview of New Transmitter Designing for the Post-War Broadcasting Industry . . . .

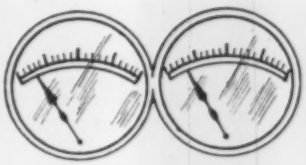
Gates "BC-10"

5-10 KW BROADCAST TRANSMITTER

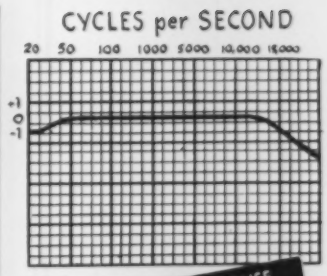


CAREFULLY ENGINEERED COMPONENT DESIGN

BUILT-IN PHASING EQUIPMENT



HIGH TRANSMITTER EFFICIENCY



HIGH FIDELITY RESPONSE CHARACTERISTICS

Here is one of the new things to come from Gates! Our engineers have already developed and approved engineering designs for this transmitter to be produced as quickly as the demands by the military on Gates' production no longer exist. The "BC-10" may be used for either 5,000 or 10,000 watt carrier. It is high level modulated and will be available complete with built-in phasing equipment.

May We Send You Details Regarding the Gates Priority System for Prompt Post-war Delivery?

(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments.)

Gates

RADIO and Supply CO.

QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD

ANOTHER OF THE
NATION'S LEADERS
using the
BLUE NETWORK

Pioneer in progress, industrial giant, Ford is on The Blue Network Sunday through Saturday giving its Hallmark of Quality to the BLUE.

HOW YOU CAN JOIN THE
"BLUE BOOK"
OF RADIO ON THE
PACIFIC COAST!

A mid-afternoon fifteen minute strip is available on the Pacific Blue Network of sixteen stations. Ask us to give you the details. This is more than an availability . . . it is virtually a franchise.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

PACIFIC BLUE NETWORK

Democratic State Group Using Nets, Disc Shows

THE DEMOCRATIC State Committee, under the direction of Joseph Cohn, radio chief, is using both network and transcribed programs, the Committee allotting funds for individual program projects as the occasion arises. "Unmasking Dewey" is the title of a series of talks being delivered by Paul E. Fitzpatrick, state committee chairman, each Monday, 6:30-6:45 p.m., on a statewide CBS hookup of WABC WKBW WOKO WENY WHCU WWNY WNBF WMBO WBTA, with playbacks on WHEC WMFF and WOLF. Series began Oct. 2 and continues through Nov. 6.

In cooperation with Farmers for Roosevelt groups, the state committee is sponsoring on 14 stations a series of 13 quarter-hour discs featuring interviews with "dirt farmers," and Democratic leaders. Program is in addition to New York Farmers for Roosevelt series, broadcast on three New York State stations. John L. Halpen Adv., Schenectady, placed the live network and farmers programs.

Virginia Dare on 28

GARRETT WINE & CO., New York (Virginia Dare), starts a series of one-minute spot announcements Oct. 16 on the following stations: WTMJ WCFL WAIT WGES WSBC WINN WXYZ WWJ KCMO WIRE WIBC WISH WLOL WIBA WJMS WTAQ WHBF WSAU WIND WTMJ WROK KXOK KWK WIL WCBS WHK WOSH KTTS. The eight-week contract was placed by Ruthrauff & Ryan, Chicago.

GOP Plans Spots, Added Broadcasts

Seven More Net Programs Are Slated to Date

FOUR broadcasts by Gov. Dewey, three by Gov. Bricker and one each by Congresswoman Clare Booth Luce (R-Conn.), Warren Atherton, past commander, American Legion, have been scheduled by the Republican National Committee for the remainder of the campaign. To these may almost certainly be added special wind-up broadcasts on Nov. 4 and 6, Saturday before election and election eve, and it is probable that other talks will be aired on short notice as the party's political strategy demands, just as last week the GOP Presidential candidate made a Tuesday evening talk on Mutual, decided on only the day before, in addition to his previously scheduled Saturday CBS broadcast.

Gov. Dewey will be heard Oct. 18, 9:30-10 p.m., on the Blue from the *New York Herald Tribune* forum; Oct. 24, 10:30-11 p.m., on NBC from Minneapolis; Oct. 25, 10-10:30 p.m., on CBS from Chicago; Nov. 1, 9:30-10 p.m., on NBC from Boston. Gov. Bricker's schedule includes broadcasts Oct. 11, 10:30-11 p.m., over MBS from Tacoma; Oct. 17, 11-11:30 p.m., Blue from San Diego Oct. 27, 10:30-11 p.m., on NBC from Kansas City. Mrs. Luce will speak Oct. 13, 10-10:30 p.m. over the Blue from Chicago. Mr. Atherton will broadcast Oct. 12, 10-10:15 p.m. on Mutual from New York.

In addition to the network broadcasts, the Republicans are using spot radio on some 400 stations in more than 20 states. Transcribed one-minute and station break announcements, prepared by the Committee's radio staff under the supervision of Henry R. Turnbull, radio director, and announced by Ford Bond, "Republican Radio Reporter", are distributed to the party's state committees for placement by them.

Copy on the four discs released to date is partly designed to urge people to register and to vote and partly straight campaigning, with punch messages stressing the Communist support of President Roosevelt's campaign for reelection and other New Deal weaknesses from the Republican viewpoint. A fifth series of recordings is now in preparation.

The District of Columbia Dewey-Bricker Club bought a special eastern group for an Oct. 9 speech by Gov. Saltsonstall of Massachusetts. Stations are WOL WNAC WFIL WFBR WHN WTIC.

DEMOCRATIC PARTY BEGINS SPOT DRIVE

DEMOCRATIC National Committee last week launched its series of five-minute political speeches, which will be broadcast on a national network each night that a major Democratic broadcast is not scheduled, giving the party a voice on the air nightly from now until election day.

Leading speakers of the party are featured on the brief broadcasts, the series being opened by Sen. Truman, vice-presidential candidate, with Quentin Reynolds taking the second spot. Following each speaker, the "Democratic Reporter," a device initiated by the Republicans, reported on conflicting statements made by Gov. Dewey, GOP Presidential nominee, concluding with the comment: "This is to show that sometimes the Republican elephant does forget."

This week's schedule includes the final minutes of the usual time of *Information Please*, NBC, on Monday; Bob Hope, NBC, Tuesday; *Kollege of Musical Knowledge*, NBC, Wednesday; *Town Meeting of the Air*, Blue, Thursday, with Friday and Saturday times not set.

THE DES MOINES AUDIENCE FOR 'EASY ACES' IS ENLARGED—76.6% ABOVE NATIONAL HOOPERATING

Yes, Jane and Goodman and Anacin get a Des Moines audience 76.6% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 27.4% higher than their national Hooperating *(winter-spring '44)*. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines.

KRNT, DES MOINES • CBS • A COWLES STATION

Affiliated with Des Moines Register-Tribune
Represented by Katz

WING

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

Dayton, Ohio
WEED & CO National Representatives

Dewey Gets Edge

NETWORK commentators "gave Dewey the edge" in the "Roosevelt-Dewey opening slugfest (air opinion agreed generally that's what it was)," according to the Sept. 30 issue of *Weekly Digest of Radio Opinion*, published by Radio Reports, New York. During the week ending Sept. 28, however, the 12 network commentators whose broadcasts were analyzed devoted less than 18% of their air time to politics, giving 42.5% to the war, 24.7% to world affairs, 3.2% to miscellaneous news and 29.6% to national affairs, of which classification politics got 59.5%, with wages, reconversion and Washington news dividing the remainder of the national affairs time.

Earl Browder Declines Bid to Appear on Forum

EARL BROWDER, president of the Communist Political Assn., last Tuesday notified the American Economic Foundation that he would be unable to appear on Sunday's *Wake Up America* broadcast, due to "reasons beyond his control." George E. Sokolsky, syndicated newspaper columnist and a bitter critic of the Roosevelt Administration, who had been scheduled to debate with Mr. Browder the question, "Can the Peace Be Won Without Roosevelt?," stated that he "had been given to understand" that Democratic pressure caused his opponents' withdrawal.

At AEF headquarters in New York it was stated that they had no evidence in support of Mr. Sokolsky's charge.

Henry J. Taylor, Blue Commentator, and Leon Henderson, radio speaker and former OPA administrator, were scheduled as replacements. Programs, under Foundation auspices but available for local sponsorship, are broadcast live on WMCA New York each Sunday afternoon and recorded for about 180 stations.

Donaldson Appointed

JOHN DONALDSON, former radio time-buyer for McCann-Erickson, New York, and radio director of the Red Cross 1944 War Fund of Greater New York, has been appointed to handle radio schedules and programs for the All-American Division of the Republican National Campaign, New York headquarters. Mr. Donaldson supervises campaign broadcasting on all foreign language stations in the Eastern states. Negotiations for broadcasts on foreign language stations are in progress.

Kesten Statement

(*See Petrillo story on page 11*)

STATEMENT of Paul W. Kesten, executive vice-president of CBS, for Columbia Recording Corp., CBS subsidiary, regarding President Roosevelt's telegram to James C. Petrillo, AFM president:

"We sincerely hope that Mr. Petrillo will honor President Roosevelt's request to permit the musicians to go back to work. We believe he will, because we believe Mr. Petrillo is a man of his word, and he gave his word publicly and repeatedly that he would call off the strike if the President asked him to.

"We are disappointed and puzzled by the failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort. It is a ban not only against the making of all musical recordings, whether for commercial use, home use, or use by and for our troops. The War Labor Board's present position in this respect is completely at variance with its own records in this case, which contain testimony from such outstanding figures as Elmer Davis of the Office of War Information and Chairman James L. Fly of the Federal Communications Commission, both of whom informed the Board officially of their views as to the importance to the war effort of recorded music.

"Of course no one confuses ballads with bullets, least of all our armed forces, but everyone who has visited army camps behind the lines, army bases, and military hospitals knows of the overwhelming demand for a continued supply of new musical recordings. Their morale value has been emphasized again and again by those who know the facts. CBS has firsthand knowledge of this from its own staff of war correspondents in every theater of war. And every performing artist who has returned from a personal entertainment tour of overseas camps knows it well.

"The Columbia Recording Corporation is eager to resume new recording. So are the outstanding artists who have patiently awaited a lifting of the ban. So are the musicians whom, we hope, Mr. Petrillo will now allow to resume their livelihood."

Folsom Statement

COMMENT of Frank M. Folsom, RCA vice-president in charge of RCA Victor Division, regarding President Roosevelt's telegram to James C. Petrillo, AFM president, follows:

"We are gratified that President Roosevelt has taken such a strong position in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo, requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President's request and the dispute can be quickly settled to the satisfaction of all concerned."

Football Video Stopped

ATTEMPTS to relay telecasts of football games from Philadelphia to New York to Schenectady have been halted after the first program on Sept. 30 because of poor signal reception in New York, blamed chiefly on prewar equipment which cannot be replaced at this time.

AP

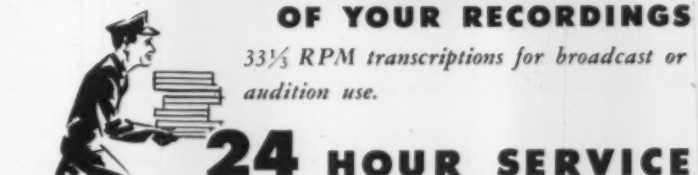
KRLD, Dallas, Texas

. . . You have perfected AP to an all-time high in radio news services.

Clyde Rembert
Managing Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

first in POPULAR APPEAL AND PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years . . . continuously!

WRC

NBC

REPRESENTED BY NBC SPOT SALES
Washington

HOW TO SELL YOUR PRODUCT TO THE 5,000,000 PERSONS IN CUBA

Many national advertisers have found out that the most effective way of stepping up distribution and increasing sales in Cuba is by using **RHC Cadena Azul**, the dominant network in Cuba.

For **RHC**, day in-day out, **delivers the largest audience in Cuba.**

And in Havana the **RHC** outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that **RHC** has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

RHC CADENA AZUL

RADIO HABANA CUBA RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

FIRST IN ALASKA

790 KC **KFQD** 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

FDR Action May End Disc Strike

(*Continued from Page 11*)

in their opposition to summary action.

For these reasons, it was inferred, counsel concluded that the only course open was a direct request by the President. This, it was felt, was the strongest action possible in wartime outside of outright seizure, in view of the President's status as Commander-in-Chief of the Army and Navy.

Mr. Petrillo has stated on several occasions that should the President ask him to withdraw the ban on recordings, he would do so. On June 8, 1942 at the annual convention of the AFM, held in Dallas, when he decreed that recording and transcribing of music for public consumption would stop on Aug. 1, he declared:

"We will make records for home consumption, but we won't make them for juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our Commander-in-Chief, the President of the United States."

Latest Testimony

Later, on Jan. 12, 1943, before a Senate committee, he testified in response to a question by Sen. D. Worth Clark (D-Ida.):

"After explanation to the President of the United States of our position in the matter, and he finally decides, especially now in wartime that it should be done—to lift the ban and continue the making of transcription recordings for the duration of the war—yes, I say, the request will be granted."

In view of these commitments, many observers feel, Mr. Petrillo will be bound to respect the Presidents request, but it was also pointed out that when the AFM leader made these statements, operations in the entire recording industry were at a standstill and that Decca and 80 independent transcription companies have since resumed production under the Decca-World and the "Four Employer" contracts.

At the AFM convention in Chicago last June [BROADCASTING, June 12], a resolution was passed forbidding the union to make records on any other terms than those embodied in these contracts, which Mr. Petrillo emphatically asserted would be the minimum terms acceptable to him. At that time, he said: "When the time comes for peace, RCA Victor and Columbia had better look out. They're liable not to get as good terms or conditions as others."

Few labor controversies have had such a stormy history as the recording dispute. Whether it is called a "strike", which Mr. Petrillo has denied and which his counsel, Joseph A. Padway, has called "a complete severance of relationship" [BROADCASTING, Aug. 21], or a "ban" on the making of records, it is probably the longest continuous work stoppage in American history.

The dispute began with the imposing of the ban on recordings on Aug. 1, 1942, following a report by Mr. Petrillo to the 1942 AFM convention on the effect of "canned" music on employment of musicians.

Shortly after the ban took effect, the Dept. of Justice filed a complaint in the U. S. District Court for the Northern District of Illinois, Eastern Division, charging violation of the Sherman Anti-Trust Act. A Senate subcommittee under Chairman Clark also instituted an investigation the following September with the view to remedial legislation.

Subsequently, the Court dismissed the Dept. of Justice case on the ground that a labor controversy was involved and that the Sherman Act did not apply. The Senate held hearings in January, 1943 and recommended that the dispute be mediated by the U. S. Conciliation Service of the Department of Labor.

The Conciliation Service certified the case to the NWLB which appointed a tripartite panel to make recommendations to the full Board. Extensive hearings were held by the panel last fall, during which a separate settlement was made by Decca and a number of transcription companies. RCA and Columbia then entered the case as intervenors.

The panel made its recommendations to the Board last Spring and the Board issued a directive on June 15 ordering the ban withdrawn. When the AFM failed to comply, a show-cause hearing was held Aug. 18 and again Mr. Petrillo, through his counsel, refused compliance. On the same day, the Board referred the case to OES Director Vinson for enforcement.

Resumption of operations by Decca and the independent transcription and record companies created a competitive situation which caused RCA and Columbia to press for action by the Government. Neither RCA nor Columbia have been able to offer new material to the public for more than two years and were fearful they would lose name artists as their contracts expired.

Demands for RCA Victor and Columbia records are said to be greater than the supply, production at pressing plants being hindered more by lack of shellac and manpower than by other factors. Large Government orders in addition to good demand for recordings of classical and semi-classical works have kept both companies busy.

Columbia has lost some commercial transcription business to World, Empire and Muzak, it is reported. NBC Thesaurus has been hard hit by the recording ban and has cut its rates by 50% as its basic material has gotten older and its library reduced. NBC syndicated series are still doing a fair business despite lack of music and while there has been some loss of commercial business, Government orders have helped fill the gap.

On transcription company reported that very few stations have been disposed to sign up with other companies at the expiration of their contracts with Thesaurus. More of them have added other libraries since Thesaurus rates were cut and Thesaurus has even picked up some business from stations which felt it deserved their support for fighting the industry battle.

Union Wants Station

UNITED Electrical, Radio & Machine Workers of America (CIO) at its tenth annual convention in New York, went on record as favoring UE-owned radio stations and authorized the Union's general executive board to "explore the possibilities of establishing and operating under the direction of the national union a series of FM stations in such major centers of our union as Boston, New York, Pittsburgh, Cleveland, Chicago and St. Louis."

WM. RAMBEAU CO., Chicago, station representatives, represent WSTP St. Petersburg, Florida, as of Oct. 1.

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

CBS Asks More Space

(Continued from page 9)

the war, although he declared "there are likely to be occasions in the future, as there have been in the past, when the Government of the United States will find it to the national interest that our leaders should be able to address, directly, anyone in the world who is willing and able to listen."

Nelson Rockefeller, Coordinator of Inter-American Affairs, after observing "it is inconceivable to us, as a result of our experience, that other nations would be willing to eliminate international broadcasting," declared: "It is our unqualified recommendation that in the United States there should exist direct international shortwave broadcasting facilities at least equal to those of any other nation."

Raymond F. Guy, radio facilities engineer of NBC and chairman of Committee 3, Panel 8, RTPB, on behalf of the RTPB requested that 56 channels be allocated to international shortwave broadcasting, with eight channels in each of the following bands: 6,000-6,080 kc; 9,500-9,580 kc; 11,700-11,780 kc; 15,100-15,180 kc; 17,750-17,830 kc; 21,450-21,610 kc; 25,600-25,760 kc.

Ten studio-transmitter relay links also were requested "in the same bands and have the same specifications as those provided for standard broadcasting and FM". On behalf of RCA and NBC Mr. Guy endorsed the RTPB recommendations.

Also endorsing the RTPB requests for 56 channels were Director Davis, Mr. Kesten; James D. Shouse, vice-president in charge of broadcasting, the Crosley Corp., Cincinnati; Jay E. Tapp, director of engineering, Associated Broadcasters; Walter S. Lemmon, president, World Wide Broadcasting Corp., New York.

Mr. Kesten, who testified Thursday, said CBS had arrived at the conclusion that 100 channels are needed because "we want FM broadcasting to be wholly democratic." He said CBS was interested in having enough frequencies to "meet any visible demand" and "that what we have called the prince-and-pauper status of big and little stations be avoided as the end result of licensing."

To accomplish the second phase a policy of "absolute equality between licensees in any given market, as to the coverage areas of their competing FM transmitters" was urged. Mr. Kesten recommended a third plank in the CBS FM platform: "That FM licensees be limited, by Commission policy, to coverage of the single market area within which they are broadcasting, rather than covering several separate markets by placing a high and high-powered transmitter somewhere between them."

"This proposal is, I know, bound to be controversial," said Mr. Kesten's statement. "It may seem to come strangely from CBS, which itself has on file an application for such a multiple-market super-station perched on top of Mount Asnebumskit. This license, if granted us, will presumably permit us to cover Boston, Providence, Worcester, possibly New Haven, as well as other markets in the New England area.

"I want to make clear, at once, that we will proceed with this application—as a simple competitive necessity—should the single-market democratic licensing idea fall by the wayside. But we will drop the application at a moment's notice."

Mr. Kesten's statement said the single-market idea increases the supply of FM facilities by permitting the same frequency to be repeated more often, it abolishes the prince-and-pauper equation between stations operating in the same area and it puts every licensee on an equal footing with every other licensee. Most important, it throws all the emphasis for leadership on program competition.

CBS Recommendations

"Also, it must be obvious that this same stroke, by eliminating inequality among competing licensees, would protect FM broadcasting from the unhealthy pressure, the political pulling and hauling, which have always bedeviled AM broadcasting—with at least one-third of its station population underfed, underclothed and generally undernourished, either in kilowatts or kilocycles," he concluded.

On television, Mr. Kesten's statement said several manufacturing companies, including General Electric, Federal Telep. & Radio Corp. and Western Electric, had submitted offers to manufacture high-frequency transmitters, based on the CBS recommendations that television be moved to the 300 mc band and up. All three corporations, as well as Zenith, have indicated a readiness to build new receivers capable of showing both black-and-white and full-color pictures with fine definition, the statement continued.

Briefly, his statement summarized the CBS recommendations as follows: (1) That television be moved up in the spectrum above 300 mc; (2) that no fewer than 30 channels be assigned; (3) that each channel be at least 16 mc wide; (4) that as quickly as possible—as soon as the improved pictures are fully tested and demonstrated on the higher frequencies—the lower frequencies be withdrawn from television service.

Emphasizing the fourth point, the statement said: "The United States may be within three to six months of full-fledged consumer production of radio and television sets. We view with the gravest alarm the possibility that the investing public might be loaded up with millions of sets designed and built to receive only prewar television pictures, before the changeover to the new standards and the better picture occurs. This, of course, might provide a tempting double market for the manufacturer but, unless each purchaser of a set which might become useless overnight were fully so informed, would be a first-class fraud upon the public and upon the broadcasters."

Mr. Kesten's statement said CBS spent three-quarters of a million dollars annually operating a New York television station before the war. He estimated the postwar operations will be double in New York alone. Estimating revenues, etc., his statement said CBS could not reach the break-even point until the seventh year of constantly increased expenditure. Television, he pointed out, presents the "greatest economic problem ever to face broadcasters. Millions of dollars of profits will be made by equipment manufacturers while millions of dollars of loss are still being run up by broadcasters."

Television in the home must compete for the leisure-time attention of the family against movies in the theatre, the statement pointed out. Prewar television, he said, is not good enough to become a real public service. Only in the higher spectrum "can enough channels be provided to make possible a truly national television service, on a vigorously competitive basis," he concluded.

Support RTPB Report

Under cross-examination by Mr. Caldwell, Mr. Kesten said there is a future possibility of a fractional support by commercial international broadcasting in South America. Mr. Caldwell remarked: "I want to show, on the basis of what has been said, we can't expect to have international broadcasting without Government operation," and Mr. Kesten replied that CBS has submitted a statement to the FCC proposing private operation of international broadcasting after the war.

Throughout Tuesdays' hearings, which concluded Fixed Public Service (other than Alaska) and saw the start of testimony on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Chairman Fly interrupted at frequent intervals to urge speed or to object to testimony.

Haraden Pratt, chairman of RTPB Panel 8, was recalled for cross-examination by Benedict P. Cottone, FCC assistant general counsel, but was cut short when Mr. Fly interposed: "Don't take the time to go over these trivial things."

On behalf of Mackay Radio & Teleg. Co. Mr. Pratt said his firm supported RTPB recommendations.

John H. Muller, assistant to the vice-president and chief engineer of RCA Communications, said RCAC "urges serious consideration" of RTPB's recommendations, in light of anticipated postwar expansion in communications with other countries.

Charles C. Harrison, chief engi-

We're on the Basic Blue's SALES Bandwagon . . . that means RESULTS in Louisville!

WINN
Louisville
WITH
WINN
Your BASIC BLUE STATION in LOUISVILLE, KY.
HARRY McTIGUE
General Manager

570

...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

Top of the Morning
Western North Carolina Farm Hour
Woman's Page of the Air
Invitation to Understanding
Rhyme and Reason
Moore General Varieties
AAF Quiz-Fest

...all listener-favorites on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Band for Television Theatre Service Is Sought in Plea by Movie Engineers

FIRST integrated plan for large-screen theatre television is proposed by the National Theatre Television Service in an exhibit prepared for presentation to the FCC during the general allocations hearings. The proposal calls for 75 channels of 20 mc band width, or a total of 1500 mc., and would be supplied by multiple addresses stations on a network. The channels would be known as "Group C Channels." Proposed allocations are:

8 contiguous 20 mc cleared channels or a band of 160 mc from 600-760 mc.
7 contiguous 20 mc cleared channels or a band of 140 mc from 860-1000 mc.
15 contiguous 20 mc cleared channels or a band of 300 mc from 1900-2200 mc.
15 contiguous 20 mc cleared channels or a band of 300 mc from 3900-4200 mc.
30 contiguous 20 mc cleared channels or a band of 600 mc from 5700-6300 mc.

neer of Tropical Radio Teleg. Co., declared "there must be not only worldwide compliance with an allocation plan but also in technical standards for equipment and station performance". He added there has been "a disturbing disregard for these two provisions of existing international regulations for some time, which is responsible for much of the present difficulty in long-distance communications". He also concurred in the RTPB recommendations.

A. Warren Norton, newly-elected president of Press Wireless, was interrupted frequently by Chairman Fly as he read a prepared statement criticizing the IRAC recommendations and opposing an international merger, as proposed before Congress by Chairman Fly. At one stage, Mr. Fly ordered stricken from the record a reference to the merger, declaring: "I rather think you've chosen the wrong time and place for argument on the merger."

Without a Hearing

"There is evidence of two tendencies to deprecate the needs of the communications industry as a whole, regardless of any evidence that may be offered," said Mr. Norton. Referring to IRAC he said, "It is difficult for me to understand how it happens that an organization composed entirely of representatives of Government agencies should have undertaken to reach conclusions on the needs of the various branches of private industry without according even the semblance of a hearing to those affected."

Mr. Norton added that "the other implication which disturbed us in the IRAC report is what seems to be an assumption that there will be an international merger of transoceanic communications and that such a merger will reduce the frequency space needed for these services. . . . In its present form the law forbids such a merger and investigation of the subject is pending in the Senate and has only just begun. It is a matter for Congress to decide."

Mr. Norton deplored secrecy surrounding Government needs in the postwar period and declared, "We do not know how much of the radio spectrum suitable for long-distance communication in the fixed services or elsewhere is really being sought by Government departments."

Mr. Norton urged that some method be found whereby competing demands of the Government in private groups be "adjudged after full disclosure of the facts".

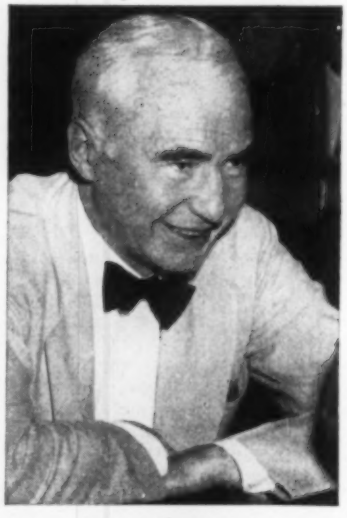
Donald K. deNeuf, Press Wireless director of communications, spoke on the technical setup of PW and the amount of press copy transmitted both in wordage and facsimile. He visioned wide use of facsimile in the international fields to transmit press dispatches in various languages. For instance, a Russian or Chinese correspondent, he said, could write copy in Russian or Chinese and it could be transmitted by facsimile without being translated into English and then back to Russian after being received. Mr. deNeuf also was interrupted frequently by Chairman Fly, while Commissioner Jett questioned him with reference to technical phases.

Marine Service

With reference to coastal marine relay, ship, mobile press and fixed public service in Alaska, H. C. Looney, chief of the Marine Section, Safety & Public Service Division, FCC Engineering Dept., placed in the record a statement together with exhibits covering the commission's propagation data on such services.

Mr. Harris, as chairman of Committee 2 Panel 8, presented the RTPB's recommendations. He also presented a statement on behalf of Tropical Radio Teleg. Co. A. J. Costigan of Radio Marine Corp. of America endorsed the RTPB recommendations.

Anthony J. Dimond, delegate from Alaska, took the stand to say that because of the wide distribution of population in Alaska it was impossible to reach all with telephone or telegraph lines and therefore his territory depended almost entirely upon radio. He suggested that the Commission conduct an inquiry into communications in Alaska before any changes in frequencies are made. Chairman Fly assured M. Dimond that the Commission was deeply concerned about communications in Alaska. "Is assure you we'll give your needs our very serious consideration," he said.



ELMER DAVIS

F. M. Ryan, chairman of Committee 2, Panel 8, speaking on behalf of the Bell System companies on frequency requirements for maritime mobile radio services, estimated that three circuits will be needed to handle high seas traffic in New York within the next 5-10 years and that San Francisco will need two circuits, while a single short-range circuit will fill the needs at Miami.

Following an exchange in which the FCC chairman quipped he couldn't find a single "important" need for vehicular communications, as suggested by Mr. Ryan, the witness retorted: "We don't need bathtubs, either."

"If you want to meet all these so-called emergencies, everybody will be running around the streets with a transmitter and receiver in his pocket," remarked Mr. Fly. "Maybe we're coming to that."

"We've got to determine whether or not the spectrum can accommodate these services," said Commissioner Jett. "I personally would like to see it developed up where we can accommodate it, up in the 1,000 mc band."

W. A. Roberts, counsel for the Television Broadcasters Assn., conducted a lengthy cross-examination of Mr. Ryan regarding the RTPB recommendations for spectrum space in conflict with television requests. Mr. Roberts asked Mr. Ryan why he thought television could provide an ample public service on less than 26 channels and asked on what technical findings the witness based his assumption.

Alaska Needs

"I haven't any crystal ball that tells me how many channels are needed," replied Mr. Ryan. "I don't want anyone to think I'm an enemy of television. I'm all for it. I want to see it come along. I didn't think there'd be enough people with the dough to put up enough television stations."

Resuming the stand Wednesday afternoon Mr. Pratt, for Mackay, endorsed the RTPB recommendations for mobile press. Joseph O. Earp of American Waterways Operators, representing 100 operators, supported Panel 8 recommendations. He said he didn't think the IRAC proposals were adequate.

L. F. Shirley of Libby, McNeil & Libby, speaking on needs of radio

in Alaska, didn't finish his prepared statement. It told of his firm's past operations with radio communications and explained how radio played an important part in canning fish. Chairman Fly instructed the witness to file his statement.

Taking up aeronautical needs, William N. Krebs, FCC assistant chief engineer, placed in the record a statement concerning aviation radio services, with several exhibits. D. W. Rentzel, chairman of Panel 11, also president of Aeronautical Radio, representing 23 airlines, made some corrections in Panel 11 recommendations which had conflicted with television interests. The corrections were agreed upon at a meeting of Panels 6 and 11 with Panel 2, he said.

Mr. Rentzel estimated that by 1950 there will be 250,000 itinerant and private aircraft in the U. S., and at least 3,000 domestic and international scheduled planes. Airports will increase from 3,000 to 6,000. Among recommendations was a request that the FCC assign 165-185 mc for air navigational aids, an expansion over the original IRAC suggestion of 170-180 mc.

"There is reason to believed that this band may be replaced after the war by better equipment at much higher frequencies," said Mr. Rentzel. "If this can be successfully accomplished, Panel 11 recommends that this band be re-examined several years after the war and consideration be given to its use for television."

Chairman Fly asked if television would be "way down there".

Gordon A. O'Reilly of Transcontinental & Western Air, Kansas City, also speaking for the RTRB and Aeronautical Radio, discussed needs for inter-continental operations and told of interference from some Latin American countries in certain portions of the spectrum. He outlined estimated needs with reference to various aviation services.

Under cross-examination, Mr. Rentzel said, he didn't think facsimile ever would be successful in airport control service. He did say, however, that facsimile is used in certain portions of aviation communications.

Space for World Coverage

When the hearings opened Thursday Mr. Davis told the Commission "it is the judgment of OWI's technicians that this (56 channels) is the minimum required for adequate world coverage". He visioned the multiple frequency system as the principal vehicle of the immediate future for the "distribution of American news abroad". Although an international agreement would help solve some of America's problems, he said, "it would not by any means solve the problem faced by American news agencies, which must deliver their news on an up-to-the-minute basis if they are to compete successfully with foreign news services whose transmission

JAMES D. SHOUSE

facilities are already fully developed."

"I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international shortwave broadcasting," said Mr. Kesten. He denounced the IRAC plan for international point-to-point relays, rather than international broadcasting, as a "really closed circuit transmission, rather than broadcasting".

"We have found in fact, not merely in theory, that in peacetime international broadcasting is the greatest single instrument created by man for developing international goodwill," said Mr. Kesten. He added that international broadcasting had been an out-of-pocket expense to CBS and probably would continue as such, but that CBS would continue to spend money on the theory that it was good citizenship.

Speaking of the increased flow of news in the postwar period, Mr. Kesten said: "That news can reach the public only through two fundamental channels—the press and the radio. Shall radio—the newer, the swifter, the more democratic method of news dissemination—be throttled on the eve of its greatest service to world peace and world affairs?"

Mr. Kesten urged that the 160 frequencies, allocated by the Cairo conference of 1938 for international broadcasting, be retained as a bare minimum. "Let me say," he concluded, "that CBS sincerely and deeply believes that it is the responsibility of the FCC to maintain for international broadcasting adequate space in the spectrum."

Shouse Hits IRAC Plan

Mr. Shouse, saying the IRAC recommendations were "utterly lacking in realism", urged continuance of international shortwave broadcasting as the "only sure way we have of making the voice of this nation heard in foreign countries".

"In every other field, the keynote of postwar planning is global expansion," said Mr. Shouse, whose company recently dedicated three powerful international transmitters [BROADCASTING, Sept. 25, Oct. 2]. "Why should radio broadcasting look to the future as a period of retrenchment and confinement?"

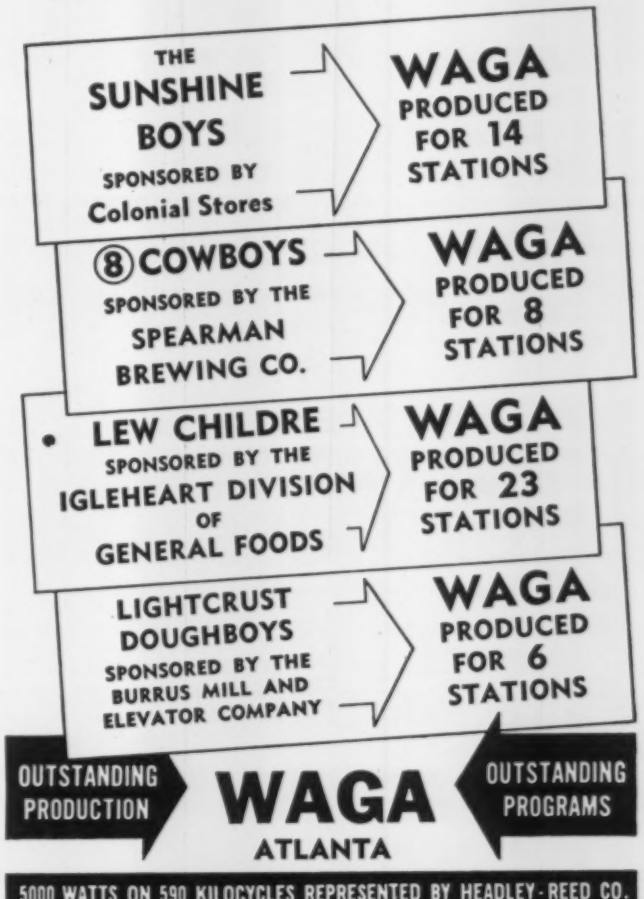
"The real value of international broadcasting has not yet been fulfilled," said Mr. Lemmon. "It will be in the postwar years. I don't think we've scratched the surface yet. The field of international broadcasting holds hope of fulfilling the dreams of great statesmen of unifying the world in terms of a permanent peace."

Mr. Davis' testimony touched off the controversy between Chairman Fly and Mr. Caldwell. The Washington attorney submitted two proposed questions on (1) whether the Government plans to engage in international broadcasting after the war and (2) the relative social and economic importance of the service. Chairman Fly ruled the questions were irrelevant and told Mr. Caldwell: "Experts from the same organization will be here and they may be questioned."

Fly Stops Guy

But the "experts" didn't arrive. After Messrs. Davis and Rockefeller concluded their testimony, they announced there would be no further witnesses from their respective organizations.

Chairman Fly again displayed his attitude towards discussion of


THE SUNSHINE BOYS
SPONSORED BY Colonial Stores
WAGA PRODUCED FOR 14 STATIONS
8 COWBOYS
SPONSORED BY THE SPEARMAN BREWING CO.
WAGA PRODUCED FOR 8 STATIONS
LEW CHILDRE
SPONSORED BY THE IGLEHEART DIVISION OF GENERAL FOODS
WAGA PRODUCED FOR 23 STATIONS
LIGHTCRUST DOUGHBOYS
SPONSORED BY THE BURRUS MILL AND ELEVATOR COMPANY
WAGA PRODUCED FOR 6 STATIONS
OUTSTANDING PRODUCTION
WAGA
ATLANTA
OUTSTANDING PROGRAMS
5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

220,113 Audience Letters
Received in One Year

WDZ's programs are in tune with the heart beats of average folks . . . prosperous factory and farm workers. The result is high listenership and enthusiastic response—more than 220 thousand audience letters received in one year! Folks say it's like listening to the next door neighbor when they tune in to WDZ. 20 LIVE TALENT PROGRAMS daily give this station a powerful selling personality all its own. Write for information . . .

HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas TOPEKA

Government control when Mr. Guy, speaking for RCA and NBC, said he had a statement on behalf of his companies concerning postwar broadcasting policies.

"The Commission has considered that and the Commission is not going to decide the policies," said Chairman Fly. "We're concerned with frequencies. As to policies in the operation of any given group of stations, we do not care to go into it."

Mr. Guy started to explain his statement and the chairman interrupted to say it was all right to proceed on the "need of the services" but "not to the policies in the operation, or the program content, or of the Government's investment or private investment, or degree of Government influence, or supervision, or anything of that sort. Those are questions that we cannot decide."

Mr. Caldwell later got in his questions on Government control when Mr. Kesten returned to the stand for cross-examination in the afternoon session and Commissioner Paul A. Walker was acting chairman in the brief absence of Mr. Fly. The chairman, arriving late, cut short the cross-examination of W. A. Roberts of Television Broadcasters Assn., who frequently has clashed with Mr. Fly.

Shortwave Growth

Curtis B. Plummer, assistant chief, nonstandard section, Broadcast Division, FCC Engineering Dept., said Thursday many countries use shortwave for domestic broadcasts and since 1938 there has been a rapid increase in shortwave stations, resulting in moving some stations to bands assigned other frequencies. He attributed much of the interference to the domestic shortwave stations.

Under cross-examination Mr. Guy said the RTPB panel did not consider domestic shortwave broadcasting in the U. S. He said the panel did feel that in the future, shortwave service may shift to the frequencies now used for FM. Asked by Charles R. Denny Jr., FCC general counsel, why shortwave couldn't use the higher frequencies, Mr. Guy said it was entirely a problem of receiver design and not sunspot cycles.

When Mr. Kesten began his three-fold testimony covering international shortwave, FM and television, Mr. Roberts objected to placing the television portion into the record during the international broadcast phase. The Commission sustained the objection, but ruled that Mr. Kesten could submit his statements to be included in the record at the proper places.

Mr. Tapp said, in the opinion of Associated Broadcasters, the "need for Government broadcasts probably will continue for years after the war," but he expressed the hope that at some time in the future there would be time for commercial broadcasts.

When international broadcast was completed, the hearing reverted to aviation, with Mr. Rentzel and Mr. O'Reilly recalled for cross-examination. F. M. Ryan, radio engineer of AT&T, said it was not recommended now that frequencies be allocated for use exclusively in providing telephone service to passengers in aircraft. He added that should such a service be needed later on, AT&T could provide it through its high seas coastal telephone stations.

C. W. Peake, manager of radio operations, Lockheed Aircraft Corp., Burbank, Cal., who took the stand Friday morning, endorsed the RTPB recommendations in general, then told of the need for aviation radio services in the very high, ultra high and super high bands.

Opening hearings into the needs of amateurs, Leland C. Quaintance, chief of the operator and amateur service section, FCC Engineering Dept., testified that at the close of the fiscal year 1941 there were approximately 60,000 licensed amateur stations, representing the largest single class of station licensees. On Dec. 8, 1941, however, the FCC closed all amateur stations for the duration. Mr. Quantaince listed allocations and requests as:

FCC allocation: 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.

Proposed by IRAC: 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.

Proposed by American Radio Relay League: 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.

George W. Bailey, ARRL president, requested the FCC to return to amateurs "the frequencies assigned to us before Dec. 7, 1941, together with certain additional frequencies above 300 mc." He listed four major categories of the amateur from the standpoint of security as follows:

Existence of a huge reservoir of skilled amateurs; availability for military use of amateur frequencies, free from interference, immediately upon declaration of war; huge supply of up-to-date gear available for communication purposes to the military services when suddenly needed; support of manufacturers of gear who find a wide market among amateurs and who must keep abreast of the times to fill that demand.

From the standpoint of welfare, Mr. Bailey listed these five points: Amateur radio as a vast training school; contribution of amateurs to radio technique; availability of amateurs for nationwide assistance in large-scale investigations and experiments; ability of amateur radio to supply communications in time of emergency, caused by natural disasters; sociological importance of amateur radio.

K. B. Warner, secretary and manager of the ARRL, testifying on the frequency requirements of amateur radio service, pointed out that amateur stations operate in bands, which must be diversified because amateurs are "experimenters and investigators of roving, divergent and changing interests and with many subdivisions of specialization."

Mr. Warner, urging the Commission to give serious consideration to the ARRL recommendations said: "There is no employment of radio frequencies that contributes more to the welfare and security of the nation as a whole than do the allocations of the amateur service."

Ignition Problem

George Grammer, technical director of ARRL, recommended legislation governing design of automobile systems to shield them from interference. He said auto ignition caused 90% of the interference in high frequency radio transmission and reception.

Household appliances and diathermy machines were blamed by Mr. Grammer for only a small part of the interference. Legislation providing that auto ignition systems be wired to suppress radiation from the spark not only would aid amateurs but it would be of "great benefit to the very high frequency services," the witness asserted.

Mr. Denny indicated that the FCC may recommend such legislation to Congress. Mr. Grammer said the allocation of a portion of the spectrum to diathermy should solve that problem.

Mr. Warner was questioned about the 56-60 mc band use for amateurs by Commissioner Jett and George P. Adair, FCC chief engineer, both of whom mentioned that television interests are seeking that band. Mr. Jett observed that if the 56-60 mc band is taken from the amateurs for television it would be necessary, to accommodate the amateurs, to take some space from television around the 108 mc band. Mr. Adair commented he had in mind that television "might sooner or later move out of there to the higher frequencies and FM might want to expand upwards".

9 Million Fund Marked For Cowles Development

WITHIN the next decade, the Cowles Broadcasting Co. (successor to Iowa Broadcasting Co.) contemplates a radio expenditure of around $9,000,000 for development of standard, FM, television and facsimile, according to T. A. M. Craven, vice-president in charge of radio operations and former member of the FCC.

In Washington, where the company recently acquired WOL in exchange for WMT Cedar Rapids, a program involving about $1,500,000 is planned, Comdr. Craven declared. This covers acquisition of new studios and plant, improvement of the operating assignment of WOL, and related FM and video adjuncts.

Similar expanded operations are planned in other cities in which Cowles stations operate—WHOM Jersey City, WNAX Yankton, and KRNT Des Moines, he said. The Cowles group also will include WCOP Boston, transfer of which from the Bulova interests awaits FCC approval. Cowles has applied for a new regional station on 580 kc in Minneapolis. (See page 40.)

GAME OF THE CENTURY took place recently at Lodi, N. J., site of WJZ transmitter, when WJZ-Blue network team of "nine old men" (plus umpire) battled the local Rotary Club team to a tie score. Seated are: Paul Whiteman, musical director of the Blue; John McNeil, manager of WJZ; Edgar Kobak, executive vice-president of the Blue; Edward J. Noble, chairman of the board; and Mark Woods, president. Standing: Nicholas Priaulx, v-p in charge of finance; George Milne, chief engineer; Phillips Carlin, v-p in charge of programs; C. P. Jaeger, network sales manager; and Keith Kiggins, v-p in charge of stations for the Blue.

Tentative List of Witnesses Scheduled To Appear This Week at FCC Hearings

FOLLOWING is a tentative list of witnesses scheduled to testify in Group 2 (Standard, FM, Noncommercial Educational, Television, Facsimile, Other Broadcast Services) in the FCC allocations hearings. The hearings will resume at 10:30 a.m. Tuesday, Oct. 10, in the Natural History Museum Auditorium, Constitution Ave. and 10th St., NW, Washington:

STANDARD BROADCAST SERVICE

C. H. Owen, FCC; Howard S. Frazier, Andrew D. Ring, RTPB Panel 4; J. Harold Ryan, Paul F. Peter, NAB; Dr. Frank Stanton, William B. Lodge, CBS; W. F. Cotter, Stromberg-Carlson Co.

HIGH FREQUENCY (FM) BROADCASTING

John A. Willoughby, FCC; C. M. Jansky Jr., RTPB Panel 5; Walter J. Damm, K. H. Manson, (one witness undesignated), FMBI; Joseph Ream, Dr. Frank Stanton, William B. Lodge, CBS; T. A. M. Craven, Worthington C. Lent, Iowa Bcg. Co.; Lewis Allen Weiss, Frank M. Kennedy, Don Lee; John B. Caraway, Evansville On the Air; Maj. Edwin H. Armstrong, FM inventor.

NONCOMMERCIAL EDUCATIONAL BROADCAST

C. M. Braum, FCC; Dr. John W. Studebaker, U. S. Commissioner of Education, heading list of 33 witnesses.

TELEVISION SERVICE

C. M. Braum, FCC; David B. Smith, RTPB Panel 6; T. A. M. Craven, Worthington C. Lent, Iowa Bcg. Co.; Joseph Ream, Dr. Frank Stanton, Dr. Peter C. Goldmark, CBS; Dr. Alfred N. Goldsmith; Allen S. DuMont, Televv. Broadcasters Assn.; Dr. T. T. Goldsmith Jr., Allen B. Dumont Labs.; Lewis Allen Weiss, Harry R. Lubeke, Frank M. Kennedy, Don Lee; Paul Raibourn, Balaban & Katz, Televv. Productions, Paramount Communications; Dr. G. R. Town, Stromberg-Carlson Co.

FACSIMILE BROADCAST

C. M. Braum, FCC; John V. L. Hogan, chairman, RTPB Panel 7; George Henry Payne, James L. Bradford, Frank R. Brick Jr., Samuel Ostrolenk, Finch Telecommunications; C. M. Jansky Jr.; William S. Halstead, Halstead Traffic Communications Co.; J. R. Poppelle, W. H. Singer, John Keel, WOR; J. D. Woodward, H. K. Carpenter, Ralph DeLang, WHK; P. A. Loyet, WHO; R. J. Rockwell, WLW; Harold E. Smith, WOKO; A. D. Ring; G. W. Lang, WGN; M. S. Novik, WNYC.

OTHER BROADCAST SERVICES

Howard S. Frazier, chairman, Panel 4, RTPB; William B. Lodge, Peter C. Goldmark, CBS; Walter J. Damm, FMBI; Joseph Pierson, James B. Ferguson, Percy L. Spencer, John C. Trump, Raytheon Mfg. Co.

Graham to Washington

GORDON GRAHAM, assistant director of special broadcast services for WLW Cincinnati, will be transferred to Washington Oct. 16 to head a new WLW news bureau in Washington, it was announced last week by Robert E. Dunville, vice-president of the Crosley Corp. and WLW general manager. Mr. Graham will begin broadcasting Washington news of special interest to midwest listeners each week day at 6:25 p.m., starting Oct. 23.

Net Election Plans

ALTHOUGH both CBS and NBC have announced rearrangement of their election night (Nov. 7) schedules to emphasize election returns, CBS has cancelled all commercial programs after 8 p.m. while NBC is making no cancellations but has asked the writers and producers of commercial programs to build shows in keeping with the occasion and that can easily be interrupted for the insertion of election bulletins.

GOP Adds

REPUBLICAN National Committee has bought the 11-11:15 p.m. spot on CBS for Nov. 6, election eve, and is trying to clear that same quarter-hour on the other national networks to cap the radio climax of the Democratic campaign for which the Democratic National Committee has purchased the hour between 10 and 11 p.m. on all four networks.

Joins Treasury

MACBETH SHOCKLEY MOCK, former assistant sales promotion manager of KDKA Pittsburgh and more recently with the public relations section of the U. S. Cadet Nurse Corps, is a new member of the radio information section of the Treasury War Finance Division.

RADIO PROVES AID TO RURAL SCHOOLS

BECAUSE radio has proved so valuable in bringing specialized material to the 25% of the rural schools in the United States now electrified, a large number of other rural schools are pushing plans for electrification so they can benefit from the educational programs now on the air. This fact was brought out in a tribute to radio during the White House Conference on Rural Education held last Wednesday and Thursday at the White House and attended by 200 delegates.

The entire conference, the first on rural education to be called by a President, was covered by J. B. (Jerry) Walker, WLS Chicago educational director, by means of a wire recorder loaned by Utah Radio Products Co., Chicago. A 15-minute talk by the President to delegates, two interviews with Mrs. Roosevelt conducted by John Strohm, managing editor of the *Prairie Farmer*, and all ten work-study discussions were recorded. The documentary discs, made from a master record run off by the Office of Education, were distributed to approximately 50 delegates. They are scheduled to be played on local stations and in schools throughout the country.

BATCHELLER ISSUES IAC CUTBACK PLANS

CITING the Radio & Radar Division of WPB as an example of how the Industry Advisory Committees can help in reconversion, Hiland G. Batcheller, WPB operations vice-chairman, last week issued instructions to all WPB bureau and division directors as to how the 750 Committees of the War Production Board would function in the important role they will play in the projected program for cutting back military production after V-E Day.

Mr. Batcheller said that the cutback information will be available in two classifications: (1) by the military products concerned, and "(2) by major peacetime industries. 'Thus, the Radio & Radar Division," Mr. Batcheller said, "may discuss with the Radio & Radar Industry Advisory Committee proposed V-E Day cutbacks in military radio end products. The proposed cutback may be discussed with the committee in terms of its incidence on the industry as a whole, but not in terms of its incidence on individual plants."

Station Program Listings Offered New York Papers

A PLAN to service newspapers in the New York listening area with a daily consolidated listing of station schedules was laid before radio editors last week by Thomas A. Koppel Co., New York, printer of radio listings. Stations would share the cost of schedules.

The Consolidated Daily Radio Program (copyright) for the eastern listening area would be mailed by first class mail daily, with all corrections final up to noon of the same day. Sample copy measuring 27 x 16 inches lists programs in parallel columns, with bold red lines separating each station so an editor may strip the sheet into columns and rearrange them in any order. Corrections are marked prominently. Included is a section of advance program corrections.

Send a V-MAIL today

Keep up morale

Home front news is vital on the fighting front. Write a fighting man *today*.

Hotel Mayfair

SAINT LOUIS

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

OCTOBER 16

6 Weeks' Day Course

NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

NO PRIORITY?

You don't need one to buy Andrew Type 737

7/8 DIAMETER

COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority

ANDREW CO.

363 East 75th St.
Chicago 19

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

American Bird Back

AMERICAN BIRD Products, Chicago, makers of American 3 Vees Bird Foods, resumes *American Bird Warblers*, featuring live canaries singing to the background of organ music, on MBS, starting Oct. 15. Program, which has been aired on Midwestern and Western Mutual stations for the past 17 years, will be heard Sundays from 1:15-1:30 p.m. Contract is for 29 weeks. Agency is Weston-Barnett, Chicago.

Rehabilitation Aid Aim Of NBC Service Audition

TO ASSIST in the rehabilitation of the nation's fighting men and women, NBC has announced that free "Welcome Home" auditions will be given to any member or former member of the Armed Forces who believes he has talent fitting him as a radio entertainer or writer. Auditions will be given Saturday mornings, beginning Oct. 14. C. L. Menser, NBC vice-president in charge of programs, in making the announcement, stated that the purpose of the auditions is to "examine prospects for post-war opportunities, not for the immediate present."

Believing that many have perfected their talents while in uniform, NBC is giving the auditions as the opening step toward possible radio careers, he said. NBC promises no employment, now or in the future, to those who take the auditions, but file cards of the results will be sent to the NBC station nearest the applicant's home, to await a call from the serviceman following demobilization.

Receiver Tube Demand Faces Heavy Increase

CIVILIAN and military requirements for receiver tubes after V-E day will be 60-70% above present maximum production, according to best estimates of WPB Radio & Radar Division officials who revealed the figures to a Vacuum Tube Industry Advisory Committee meeting in Washington last week. Total production of such tubes in August was put at 10,000,000 of which only 13% is available for civilians. Committee members stated that ability to meet these requirements after V-E day would depend on the manpower situation as well as the per cent in cutbacks.

End of the European war, WPB officials said, will reduce military requirements slightly, but not until a year after Germany's defeat is a 45% cut in such requirements expected. Because of the nature of the work and assurance of continuous postwar employment, large numbers of women workers are expected to be attracted to tube production when cutbacks in other industries occur, WPB officials said.

Book on Radio Operation

HOW RADIO works, from studio through control room and transmitter to the receiver in a living room, is explained in non-technical language in *Modern Radio*, written by Kingdon S. Tyler, CBS construction engineer [Harcourt, Brace & Co., New York, $2.50]. FM and television, both black-and-white and in full color are also explained in the volume, which is illustrated with frequent diagrams and photographs.

NOT A HEINIE, but Morrie Pierce, intrepid radio engineer on leave from WGAR Cleveland. This shot was made in a captured German car, at Cherbourg, shortly after its fall. Mr. Pierce is chief engineer in charge of continental operations, Psychological Warfare Branch, OWI, and now is somewhere in France or Germany. He was commended for his ingenious feat in rigging up the transmitter which sent the surrender terms to the Italian fleet last year. Morrie is vice-president in charge of engineering of the G. A. Richards stations (WJR WGAR KMPC).

RALPH PATT CITED

Former WPAY Manager at Post During Enemy Attack

FOR "outstanding performance of duty" during an enemy attack last April 11 off the Algerian coast, Lt. Ralph H. Patt Jr., former manager of WPAY Portsmouth, O., and one of radio's four Patt brothers, was given a commendation by Adm. H. K. Hewitt.

Lt. Patt

Communications officer aboard a warship, Lt. Patt was on his first convoy mission after 15 months training in this country, when his ship was struck and critically damaged by an enemy aerial torpedo. "Your untiring efforts during this attack to reestablish promptly radio communications were of immeasurable value in maintaining the ship as a fighting unit and saving it for future service against the enemy," read the citation.

John F. Patt, general manager of WGAR Cleveland, is the only one of the four brothers not in the Navy. Lt. Robert G. Patt, former manager of WHN New York, is with the amphibious forces in the South Pacific and has taken part in landing operations at Munda, Rendova, Vella Lavella, Treasury, Bougainville and other undisclosed shores in the last 15 months.

James M. Patt, until last April program director of WKRC Cincinnati, is with the Armed Forces Radio Service, Hollywood, as seaman second class.

Plate Adjuster

NORTH American Philips Co. has announced perfection of equipment for precisely adjusting the frequency of quartz oscillator plates downward. The specially designed X-ray apparatus uses a new high-capacity water-cooled tube, equipped with a rotary fixture that exposes one crystal to the intense X-ray beam while another crystal is being loaded into a second holder.

TRIBUNE FORUM SET FOR BLUE OCT. 16-18

WORKING with the *New York Herald Tribune*, the Blue Network has arranged for a series of three evening radio sessions of the newspaper's annual forum to be held in New York, Oct. 16-18. Specially prepared for radio presentation, series will be broadcast 8-9 p.m. Oct. 16 and 17, and 9:30-10:30 p.m. Oct. 18. Blue advertisers sponsoring programs during those periods have cooperated by permitting their shows to be cancelled for the presentation of this public service series.

Titled *Builders of the World Ahead*, the radio sessions will present such speakers as President Roosevelt, Gov. Dewey, Admiral Nimitz, Bernard Baruch, J. A. Krug, Henry Kaiser, Clare Booth Luce and Helen Gahagan. Series will be opened on the air by Edward J. Noble, chairman of the Blue, with Mrs. Ogden Reid, vice-president of the *Herald Tribune* and forum chairman, presiding.

Dealing with such problems as the rehabilitation of veterans and reconversion, the broadcasts have been prepared by Adrian Samish, Blue national production director, who selected the leading speakers from the three-day forum to give their views to the Network's audience. John B. Kennedy, Blue commentator, will open each program with a discussion of the meaning of its topics and will digest and summarize the speeches at the close of the broadcast.

Dutch Message

FIRST TWO villages in the Netherlands liberated by American troops sent messages of loyalty and affection to Queen Wilhelmina of the Netherlands and the Dutch royal family in London through arrangements made by George Hicks, Blue network war correspondent with the American forces on the Western Front.

Press Wireless Officers

PRESS WIRELESS Inc., New York, at a meeting of the board of directors, elected as vice-president E. J. Kerrigan, former assistant managing engineer and rate specialist; as treasurer, James Humphrey Jr., former assistant to the general manager, Christian Science Publishing Society; and as secretary, J. E. Denning, PW general attorney. The following appointments were made in the executive staff: director of communications, D. K. deNeuf, former vice-president in charge of traffic; director of manufacturing, Ray H. dePasquale, former assistant general manager; director of research and development, Philip D. Zurian, former vice-president in charge of engineering; personnel director, P. J. Ragan, former chief of personnel, administrative control, production engineering division of Pratt and Whitney Aircraft, East Hartford, Conn., and director of Public relations, Paul Darrow Paddock.

Series Heard in India

SERVICEMEN in India hear a daily quarter-hour resume of the World Series started Oct. 5 and relayed to them via BBC. Play-by-play will be heard in the European theatre via shortwave for third consecutive year through the Armed Forces Radio Service and *Allied Expeditionary Forces Program* of BBC. Broadcasts are being handled in America by AFRS in cooperation with Mutual.

MORE TECHNICIANS NEEDED, OWI SAYS

WITH THE "end of the European war in sight," psychological warfare, based upon intensive use of radio, is being speeded up in the Pacific and Far East, the OWI Overseas Branch announced last week coincident with a plea for radio engineers and technicians.

Mr. Peters

OWI radio operators in the Pacific theatre are under the direction of H. Preston Peters, on leave from his post as president of Free & Peters Inc., station representatives, who recently was promoted to Outpost Manager of OWI for the Pacific and Far East. He joined OWI as a field representative for the Far East.

Positions are open for radio engineers and technicians to serve with the OWI overseas for those men who can qualify, OWI stated. Broadcasting was described as a prime weapon of psychological warfare while radio communications and radiophoto serve overseas OWI operations in similarly vital roles. "They offer to these men an opportunity to play a dramatic role in the war against the Japanese," said the statement.

Engineers now being recruited will be sent to Australia, Hawaii, China and India. Anyone who qualifies and has knowledge of or experience in these countries would be especially valuable to OWI, the announcement said. Interested parties living in or west of Denver should make written application to OWI Overseas Branch at 111 Sutter St., San Francisco; others to New York office at 119 W. 57th St.

Chef Boy-Ar-Dee Plans

CHEF BOY-AR-DEE Quality Foods, Milton, Pa., outlined postwar plans at a recent meeting. Future plans include a network radio show. Firm is now on the air on 191 Blue stations every Saturday at 10:30 a.m. A special audition of the program was staged by Hal R. Makelim, vice-president and radio director of McJunkin Advertising Co., firm's agency. E. R. Peterson of the Blue Network spoke at the meeting.

Underwear on WABD

First use of television to advertise men's underwear will occur Oct. 22 when Augusta Knitting Corp., Utica, N. Y., sponsors the *Blackout Mystery* on WABD, DuMont video station in New York, for Jones Health Underwear. Agency is Norman D. Waters & Assoc., New York Television Workshop, New York, assisted in the production.

RADIO ACTIVITIES start in the new studios at Pearl Harbor Naval Base even before construction is completed. Studios are being built by the Navy for use of U. S. networks [BROADCASTING, Aug. 28]. Lt. Marvin F. Royston, USNR, is standing at left with two enlisted men. Lt. Comdr. J. Harrison Hartley, USNR, is at the typewriter at right. In the background are Ed Franke, technician for Mutual, and Gene Rider, technician for CBS, along with members of 90th Sea Bee Battalion.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ST LOUIS Post Dispatch, St. Louis (newspaper), on Oct. 4 started *World Series Comment* on more than 86 NBC stations, 6:15-6:30 p.m. and continuing for all games in St. Louis with exception of possible games Sat. and Sun. Placed direct.

WASHINGTON State Apple Committee, Wenatchee, Wash. (apples), on Oct. 16 for 13 weeks starts Ed Jorgenson—News, on 16 Blue Pacific and Ariz. stations, Mon.-Wed.-Fri. 1:50-2 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

ALBERS BROS. MILLING Co., Seattle (flapjack flour), on Oct. 2 for 52 weeks started *Albers Homemakers Hour* on 7 NBC Pacific and Mountain regional stations, Mon. thru Fri. 10:30-10:45 a.m. (PWT) with transcribed repeat on KFI Mon. thru Fri. 8:30-8:45 a.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

COLDSTREAM PRODUCTS Co., San Francisco (margerine product), on Oct. 18 for 52 weeks starts *Money on the Line* on 5 CBS Cal. stations, Wed. 9:30-10 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

FISHER FLOURING Mills Co., Seattle (Biskit-Mix flour), on Oct. 14 for 52 weeks starts James Abbe, commentator, on 10 NBC Pacific stations, Sat. 10:45-11 a.m. (PWT), with transcribed repeat on KFI, 12:15 p.m. and KOA, 4:45 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BOTANY WORSTED Mills, Passaic, N. J. (lanolin, ties, fabrics, ready-to-wear merchandise, knitting yarns, men's suits), on Oct. 30 starts *One Woman's Opinion* with Lisa Sergio on 190 Blue stations, Mon. 10:45-11 a.m. Agency: Silberstein & Goldsmith, N. Y.

BRITISH COLUMBIA Electric Ltd., Vancouver, on Sept. 28 for 26 weeks started *Now It Can Be Told* on 3 CBC Dominion network Pacific stations, Thurs. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

Renewal Accounts

KELLOGG Co., Battle Creek, Mich., on Oct. 16 starts *Tom Breneman Highlights* on 15 Pacific Coast Blue stations, Mon. 9:30-10 p.m. Agency: Kenyon & Eckhardt, N. Y.

PET MILK SALES Corp., St. Louis, on Oct. 28 for 52 weeks renews *Mary Lee Taylor* on 82 CBS stations, Sat. 10:30-11 a.m. (repeat: 2-2:30 p.m.). Agency: Gardner Adv., St. Louis.

VOICE OF PROPHECY, Los Angeles, on Oct. 8 for 52 weeks renewed *Voice of Prophecy* on over 200 MBS stations, Sun. 9:30-10 a.m. (EWT). Agency: G. C. Hoskins Assn., Chicago and Glendale.

WESLEY Radio League, Detroit, on Oct. 29, for 52 weeks, renews Rev. John E. Zoller on over 200 MBS stations, Sun. 11-11:30 a.m. (EWT). Agency: Stanley G. Boynton Co., Detroit.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Del. (institutional) on Sept. 25 for 52 weeks renewed *Cavalcade of America* on 130 NBC stations, Mon., 8-8:30 p. m. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), on Sept. 30 renewed *Can You Top This* on 127 NBC stations, Sat. 9:30-10 p.m. and *Palmolive Party* (Palmolive Soap), on 127 NBC stations, Sat. 10-11 p.m. Agency: Ted Bates Inc., N. Y.

DR. PEPPER Co., Dallas (soft drinks), on Oct. 1 for 52 weeks renewed the Sun. 4-4:30 p.m. period on 154 Blue network stations for *Darts for Dough*. Agency: Tracy Locke Co., Dallas.

LEVER Bros., Cambridge, (Rinso & Vims), on Oct. 6 for 52 weeks renewed *Amos 'n' Andy* on 132 NBC stations, Fri. 10-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Sal Hepatica and Vitalis) on Nov. 14 for 52 weeks renews Tues, 8:30-9 p.m. time on 150 Blue stations, (repeat: 11:30-12 midnight) for *The Alan Young Show*. Agency: Young & Rubicam, N. Y.

Network Changes

McKESSON & ROBBINS Inc., Bridgewater, Conn. (Calox, Bexel, Yodora), on Oct. 8, shifts *Joe E. Brown—Stop or Go* from 168 Blue stations, Thurs. 10:30-11 p.m. to 168 Blue stations, Sun. 8:30-9 p.m. Agency: J. D. Tarcher & Co., N. Y.

TIME Inc., New York (*Time* magazine), on Nov. 2 shifts *March of Time* from 52 NBC stations, Thurs. 10:30-11 p.m., to approximately the full Blue network, Thurs. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

Furniture Budgets

ELEVENTH annual report on retail furniture store operating experiences and departmental activities for the 1943 fiscal year, shows that a group of typical large stores (with sales volume of over $350,000) spent 8.10% of the advertising and publicity dollar on radio, while "medium" stores spent 8.41. Report was released recently by the Control and Management Division of the National Retail Furniture Assn. Breakdown of the total dollar expenditure for large stores shows newspapers as the leading media (65.94); radio, second, followed by direct mail and handbills (2.95); display materials (1.81) and billboard (1.37), with the balance representing salaries and "other costs."

GENERAL FOODS Corp., New York (Bird's Eye Foods), on Oct. 5 resumed Dinah Shore, shifting program from 128 CBS stations, Thurs. 9:30-10 p.m. to 127 NBC stations, Thurs. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol & Ivory Soap), on Nov. 13 begins Jack Kirkwood, comedian, and Lillian Leigh on 8 CBS Pacific coast stations, Mon. 7-7:15 p.m., replacing West Coast broadcast of P. & G's *I Love A Mystery* which continues on 65 other CBS stations. Agency: Compton Adv., N. Y.

RALSTON PURINA Co., St. Louis (cereals), on Oct. 2 shifted broadcast of *Tom Mix Ralston Straight Shooter* on all stations east of Denver from Mon. thru Fri. 5:30-5:45 p.m. (EWT) to 5:45-6 p.m., continuing at 5:30-5:45 p.m. on all stations west of Denver, with total of 205 MBS stations. Agency: Gardner Adv., St. Louis.

CITIES SERVICE Co., New York, on Oct. 20 discontinues *Cities Service Concert* on 68 NBC stations Fri., 8-8:30 p. m., and on Oct. 27 starts *Highways in Melody* same time, same stations. Agency: Foote Cone & Belding, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Palmolive shave cream), on Nov. 25 shifts *Inner Sanctum* from 123 CBS station, Sat. 8:30-8:55 p.m. (repeat 11:30-11:55 p.m.) to 123 CBS stations, Wed. 9-9:30 p.m. Agency, Ted Bates Inc., N. Y.

CAMBELL SOUP Co., Camden, N. J. (soups), on Sept. 25 shifted *The Jack Carson Show* from 121 CBS stations, Wed. 9:30-10 p.m. to 121 CBS stations, Wed. 8-8:30 p.m. Agency, Foote, Cone & Belding, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes) on Oct. 25 discontinues Allan Jones on 122 CBS stations, Wed. 8-8:30 p.m. (repeat, 12 midnight-12:30 a.m.), and on Dec. 1 starts undetermined program on 122 CBS stations, Wed. 9:30-10 p.m. Agency, Lennen & Mitchell, N. Y.

LEVER BROS., Cambridge (Vimms), on Nov. 29 shifts *Frank Sinatra Show* from 132 CBS stations, Wed. 9-9:30 p.m. to 132 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, J. Walter Thompson Co., N. Y.

U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco), on Nov. 13 discontinues *Gay Nineties Revue* on 68 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, Arthur Kudner Inc., N. Y.

"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 30 TO OCTOBER 6 INCLUSIVE

Decisions . . .

OCTOBER 2

WSPA Spartanburg, S. C.—Granted mod. CP authorizing increase power and changes in DA, for further changes in DA.

WSNJ Bridgeton, N. J.—Granted mod. license move main studio to transmitter site.

WLIB Brooklyn—Granted vol. transfer control from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey for $250,000.

KSUB Cedar City, Utah—Granted extension time for period ending 10-15-44 to comply with procedural conditions of grant for 250 w.

KNOE Monroe, La.—Granted authority to use call letters KNOE instead of former KJAN.

Philco Radio & Television Corp.—Granted CPs seven experimental portable-mobile television relay stations, two to be located at Harve de Grace, Md., two at Honey Brook, Pa., two at Sappington, Md., and one in District of Columbia. Four will use channels 11 and 12 and the other three will use channels 13 and 14, all using A5 and A3 emission. Six will employ 15 w visual and 10 w aural and one 15 w visual and aural.

RCA, Area of Camden, N. J.—Granted CP and license new experimental television relay station, 321,000-327,000 kc 500 w visual and aural.

RCA Camden, N. J.—Granted CP and license new experimental television station channel 5, 30 kw visual and aural.

OCTOBER 3

WMAN Mansfield, O.—Adopted decision and order granting license renewal.

OCTOBER 4

Northeastern Radio & Television Corp., Centennial Broadcasting Co., Portland, Me.—Granted motion for order take depositions re applications new standard station.

Beauford H. Jester, et al, Waco, Tex.—Granted motion for continuance consolidated hearing from Oct. 11 to Nov. 27.

Queen City Broadcasting Co., Boise, Ida.—Granted request take depositions re its application and that of KFXD and Idaho Broadcasting Co.

WJEF Grand Rapids, Mich.—Granted petition for leave to intervene in hearing on application of WKBZ change 1490 kc to 1230 kc.

KGA-KHQ Spokane, Wash.—Granted joint petition for continuance hearing from Oct. 10 to Dec. 14 re license renewal application.

WEEU Reading, Pa.—Granted motion postpone hearing on license renewal application, now set Oct. 12, to Dec. 18.

KOB Albuquerque, N. M.—Adopted order continuing to Dec. 11 hearing on application for mod. CP (Action taken Sept. 30.)

WKBZ Muskegon, Mich.—Adopted order granting petition for continuance hearing license renewal application; continued same to Dec. 5.

Tentative Calendar . . .

OCTOBER 11

KDNT Denton, Tex.—CP 1450 kc 250 w unlimited.

Truett Kimzey, Greenville, Tex.—CP new station, 1400 kc 250 w unlimited.

WACO Waco, Tex.—CP 1230 kc 250 w unlimited.

Applications . . .

OCTOBER 3

WITH Baltimore—CP new developmental broadcast station, 43,200 kc 1 kw A3 emission.

WINN, Louisville, Ky.—Involuntary transfer control from D. E. Kendrick to Nelle M. Kendrick, executrix of the estate of D. E. Kendrick, deceased.

The Regents of U. of Michigan, Ann Arbor, Mich.—CP new noncommercial educational station, 42,900 kc 1 kw special emission, amended to request 50 kw, specify transmitter site, change studio location and type transmitter.

WAVE Louisville, Ky.—CP new FM station, 46,900 kc, 13,300 sq. mi. $100,000 estimated cost.

Chatham Broadcasting Co., Savannah, Ga.—CP new station, 1400 kc 250 w unlimited, amended re change transmitting equipment.

Loys Marsdon Hawley, Conway, S. C.—CP new station, 1490 kc 250 w unlimited (resubmitted).

KNOW Austin, Tex.—CP new FM station, 47,100 kc, 12,900 sq. mi., $39,860 estimated cost.

WACO Waco, Tex.—CP new FM station, 46,100 kc, 13,700 sq. mi., $35,250 estimated cost.

Board of Education of the City of St. Louis, Mo.—CP new noncommercial educational station, 42,500 kc, 3 kw special emission.

KWKW Pasadena, Cal.—CP change 1430 kc to 830 kc, increase 1 kw to 5 kw, install new transmitter and antenna and move transmitter.

Eagle Printing Co., Butler, Pa.—CP new FM station.

OCTOBER 5

WERC Erie, Pa.—License to cover CP change frequency.

WSAM Saginaw, Mich.—Mod. license change main studio location.

Thomas N. Beach, Birmingham, Ala.—CP new station, 1490 kc 250 w unlimited.

KSAM Huntsville, Tex.—Mod. license change D to unlimited.

Hazlewood Inc., Deland, Fla.—CP new station, 1400 kc 250 w unlimited.

Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new station, 1240 kc 250 w unlimited, amended to request 1340 kc and specify studio site.

WEMP Milwaukee—CP new FM station, 48,900 kc, 1,279 sq. mi., $16,060 estimated cost.

KPQ Wenatchee, Wash.—Mod. CP authorizing change assignment for extension completion date from 11-1-44 to 12-1-44.

WLEU Erie, Pa.—CP install new transmitter, DA-N, change 1450 kc to 1260 kc, increase 250 w to 1 kw N 5 kw D and move transmitter (petition to reinstate).

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

in the CONTROL ROOM

HERMANN D. MYSING has been appointed manager of sales and engineering service for RCA's auto radio department. With RCA from 1935 until the outbreak of hostilities as supervisor of engineering activities in the auto radio field, Mr. Mysing was placed in charge of a group of RCA engineers in the U. S. Army Signal Corps on an engineering development contract on combat communications problems.

ALBERT E. (Shorty) EVANS has been appointed chief engineer of KGO San Francisco, replacing T. R. Palmer, who was recently named manager of the station. Mr. Evans has been in charge of the station's transmitter since 1932.

BILL BETZ, supervising engineer of WTTM Trenton, N. J., has been inducted into the Signal Corps. His duties have been assumed temporarily by Ted Kilmar.

HUNTER WALL, control engineer of WPTF Raleigh, N. C., underwent an operation Sept. 22.

J. P. WEAR Jr., with Graybar Electric Co., New York, since 1926, has been named district merchandising manager with headquarters in Philadelphia.

ROBERT E. BROOKING, formerly with WAIT-WGES Chicago, is now an instructor at Central Signal Corps School, Camp Crowder, Mo. and has been appointed chief engineer of the Crowder Broadcasters Assn.

PERRY AIKEN is a new addition to the control staff of WBIG Greensboro, N. C.

JAMES MATSON, formerly with KPAC Port Arthur, Tex., has been added to the engineering staff of WOWO-WGL Ft. Wayne.

A. J. (Jack) HALL, for several years associated with Kellogg Switchboard & Supply Co., Chicago, as engineer in charge of design, research and development laboratories, has been appointed production and research engineer for Universal Microphone Co., Ingelwood, Cal. Currently assigned to administration, he will later work with reconversion and postwar planning.

BRUCE RATTS, chief engineer, and Glenn Thayer and Paul Luecke of the WOWO-WGL Ft. Wayne engineering staff are cooperating in the war training programs of Purdue U., West Lafayette, Ind. by teaching fundamentals of radio.

PAUL SHAW, formerly with the War Dept., has joined the engineering staff of WSPD Toledo.

ROBERT BATCHELDER is a new member of the WJW Cleveland engineering staff, which has also added William Hull, formerly of WOLF and WAGE Syracuse. Latter now divides his time as announcer and engineer at WJW.

OCTOBER 6

Thomas Garland Tinsley Jr., Richmond, Va.—CP new station, 1240 kc 250 w unlimited, amended change frequency to 1230 kc, proposed transmitter site.

WBBL Richmond, Va.—CP change hours operation, move transmiter and make changes in antenna, amended to request 1230 kc, change proposed transmitter site.

KVOM Inc., Marshall, Tex.—CP new station, 1450 kc 250 w unlimited.

Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—CP new station, 1450 kc 250 w unlimited.

WAPI Birmingham, Ala.—CP New developmental stations-45,900 kc 1 kw, special emission FM; 43,100 kc 250 w, special emission FM.

WSB Atlanta—CP new developmental station, 43,700 kc 700 w, special emission FM.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

Program director-announcer wanted immediately. Must be good conscientious producer. Excellent opportunity, good working conditions, good pay. Give all details including references, salary expected first letter. Midwest local station, regional and major net affiliate. Write Box 756, BROADCASTING.

Opening for experienced announcer qualified to handle news and record shows. Please state qualifications and minimum starting salary. Box 757, BROADCASTING.

Transmitter-studio operator, first class license. Progressive NBC station up-state New York, with post war plans. Permanent. Ideal working conditions, $47.50 for 45 hours. Send full details first letter. Box 763, BROADCASTING.

ANNOUNCER-WRITER FOR COMBINATION JOB IN PROGRESSIVE NEW YORK STATE LOCAL-NETWORK STATION. GOOD OPPORTUNITY FOR RIGHT MAN. BOX 764, BROADCASTING.

Announcer and announcer operator. Good opportunities for right man with NBC affiliate now under new ownership. Must be conscientious, sober. Audition transcription necessary. $45.00 week base salary plus talent fees. Address Box 765, BROADCASTING.

Staff announcer needed by local Virginia network station. Good salary, congenial organization. Send full details first letter. Box 773, BROADCASTING.

Advertising salesman. Good possibilities. Permanent. Radio KFRO, Longview, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Representatives in local and regional markets to sell radio news programs. Good commissions. Write Department AW, 1196 National Press Bldg., Washington, D. C.

Wanted First class operator. Excellent opportunity for advancement, 1 kw Blue Network, completely RCA equipped. Permanent. FM application filed. Contemplate great expansion. Full details salary requirements first letter. WTJS, Jackson, Tennessee.

Announcer—To make $75.00 to $100.00 per week or more. Spot being vacated by top man leaving for big time. Base salary $35.00 per week. Commercials average $40.00 and can be much more for the right man. Must be good "sell" announcer, MC and ad libber, and preferably sing with records and run disc shows. Excellent opportunity on smartly run, successful indie station. Complete story, photograph and audition record in first application to WSNY, a good local station in Schenectady, N. Y.

NBC affiliate has opening for experienced announcer with above average ability who desires permanent connection and wants to settle in southern city. Send transcription and detailed outline qualifications, experience, references, expected earnings first letter. WSAV, Savannah, Georgia.

250 watt CBS affiliate needs all-round announcer. Pleasant working conditions in best year-round climate in United States. 40-hour week. Write details and send transcription to KGBS, Harlingen, Texas.

Help Wanted (Cont'd)

Wanted—Program-director-announcer at a live progressive station. One who can take complete charge of production and handle announcers. Permanent position, good salary. Box 781, BROADCASTING.

Situation Wanted

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Announcer—Experienced, draft exempt, available immediately. Audition disc and references upon request. Box 753, BROADCASTING.

Aggressive young man—Conscientious and qualified announcer, wishes permanent association with alert midwestern station. Primarily desires opportunity for programming, production and promotion work. Can produce original ideas. Draft deferred family man. Excellent references. Box 754, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music clearance. Broad musical knowledge. Box 755, BROADCASTING.

Chief engineer—Experienced construction, installation, design and operation broadcast equipment. Interested in active work with progressive organization. Prefer east. Not afraid of hard work. Available on short notice. Box 759, BROADCASTING.

Situation Wanted (Cont'd)

Available immediately, experienced announcer. Let's hear your offer. Single, 4F, news, controls, MC shows and commercials. Box 762, BROADCASTING.

Top flight morning man. Plenty of experience, draft exempt. Want permanent position with post-war future. Write Box 766, BROADCASTING.

Announcer, 24 years old, honorable discharge. Married. One year's training. One year's experience in news, commercials, turntables, controls. Friendly, cheerful voice. Please state salary, hours. Box 767, BROADCASTING.

Top mail pull announcer now available. Personally pulled 300,000 orders last year. Can bring many good accounts to right station. Box 768, BROADCASTING.

Sales manager—Married, 4F, 2 years agency, 7 years local, regional and clear channel sales experience. Desire permanent position with station west or midwest. Prefer station contemplating television. Reply Box 770, BROADCASTING.

Engineer—First class license. Three years broadcasting. Available at once for permanent position. Best references. Box 776, BROADCASTING.

Capable announcer—Desires change of location. Interested only in permanent position with opportunities. Five years radio background. Versatile staff, news, music, production, dramatics. Best references. Contact immediately. Box 777, BROADCASTING.

Transmitter engineer available November 1st. Wide experience installation, operation, maintenance in stations to 5 kw. Job must be permanent not war time replacement. Please state full details including salary. Box 778, BROADCASTING.

Station manager available Nov. 15. 12 years background. Now operating successfully midwest regional. Long experience direct selling operation. Will bring $1,000 week national business to right regional or local station. Box 769, BROADCASTING.

Situation Wanted (Cont'd)

FM Engineer, 28, 1st class phone, 2nd telegraph, Radio instructor 2 years, desires good AM-FM connection. 5 years business experience. Prefer west coast or New England. Box 779, BROADCASTING.

Announcer—Available immediatly. Experienced. Rich voice. Smooth style. Personality. Rudolph Hoffman, 219 Vernon Avenue, Brooklyn, New York.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted at once. Any approved broadcast frequency monitor. Cash on barrelhead. Box 739, BROADCASTING.

Wanted 2800 to 3000 feet 1¼ to 1⅝ copper concentric transmission line. Pieces any length of Western Electric flexible lead covered concentric sampling line. Bare copper ground wire most any size and length pieces. Box 758, BROADCASTING.

Will pay highest cash price for any or all of the following pieces of equipment for 250 watt station. Frequency and modulation monitor, turntable, microphone, oscillagraph or any kind of technical equipment. Write Box 760, BROADCASTING.

Wanted to purchase. Standard broadcasting station; also units of broadcasting equipment. Box 775, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—RCA 72B or C recording attachment or ORI portable recorder or equal. Russell Davis, 1755 34th Ave., San Francisco 22, Calif.

Wanted—Recorder in first class condition. In reply please give details and cash price. Wire or write KGY, Olympa, Washington.

Equipment wanted—Self-supporting tower 250 feet. Also modulator and monitor, and other accessory equipment. Box 780, BROADCASTING.

For Sale

New 250 watt broadcast transmitter ready for immediate delivery, can deliver and install. For technical data and photographs, write, Box 761, BROADCASTING.

For sale 1,000 watt transmitter, composite, commission approved. Class B modulation, complete. Available immediately. Box 771, BROADCASTING.

For sale—Presto 8K for $250.00. Box 772, BROADCASTING.

For sale—Musical instrument, Marr & Colton pipe organ. Excellent condition, unified, eight stops, three manuels, motor and blower complete. Original cost $25,000. Will sacrifice for quick sale. Box 774, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

250 watt composite broadcaster transmitter ready for FCC approval, with 160 foot Wincharger tower. $6,800.00. Myles H. Johns, 231 West Wisconsin Avenue, Milwaukee 9, Wisc. Phone Broadway 1590.

For sale—8-GL814, 12-NU807, 6-NU866A tubes new. $109. Russell Davis, 1755 34th Ave., San Francisco 22, Calif.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

For sale or trade—2 (1) GE 891, 1 GE 892, 4 GE 810, 4 GE 806 never used. Want speech equipment, overhead recorder attachment, frequency monitor. KTKC, Visalia, Calif.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

FOR YOUR PROGRAMS
in
CANADA
"ask Adaskin"
JOHN ADASKIN PRODUCTIONS
Montreal Trust Bldg., 67 Yonge St., Toronto

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Transfer of WLIB Is Granted by FCC

Major Executives Continue: New Services Considered

EXECUTIVE management of WLIB Brooklyn will continue under Elias I. Godofsky, president and general manager, with the acquisition of the station by Dorothy S. Thackrey, publisher of the *New York Post*, purchase of which for $250,000 was approved by the FCC last week.

Mr. Godofsky

Mrs. Thackrey declared following the FCC action that the station would operate independently of the newspaper and with its own personnel, studios and offices. The station was purchased from Mr. Godofsky and co-owners [BROADCASTING, July 24]. Other sellers were Irwin Steingut, William Weisman, Aaron L. Jacoby, Arthur Faske, who remains as chief engineer and Louis W. Berne.

Mrs. Thackrey said "there is a wide and hitherto unexplored field of cooperation between radio and newspaper service to the community which we shall endeavor to explore to its fullest extent." At the same time she announced plans to apply for an FM station and to provide, in due course, television and facsimile services.

Directors of WLIB Inc. will include Mrs. Thackrey as chairman of the board; Mr. Godofsky; Ted O. Thackrey, *Post* editor and general manager; Paul Gould, vice-president and manager of WLIB; Marvin Berger, and L. H. Cook, of the *Post*, who will become secretary and treasurer of WLIB.

Confirming a previous report [BROADCASTING, Sept. 25] it was announced that Leonard Carlton had been appointed to the executive staff of the newspaper's editorial department to take charge of the *Post's* relationship to radio and allied fields. He will also assume duties as program director of WLIB. Mr. Carlton, a former *Post* radio editor, who has been on leave of absence since January 1942 in the OWIs overseas branch, has announced his resignation from the government agency.

In a companion statement Mr. Godofsky declared that the station would continue its present programming policies and that present key operation personnel would remain intact, including Mr. Gould as vice-president and general manager in charge of overall operations; Robert M. Scholle, vice-president in charge of sales; and Mr. Faske, chief engineer.

New Haven Names

NEW YORK, New Haven & Hartford Railroad, New York, has named Pedlar, Ryan & Lusk, New York, to handle its advertising.

Broadcasting From Southwest Pacific Gets Underway With New Guinea on Air

RUGGED RADIO PRO at Gen. MacArthur's headquarters in Dutch New Guinea is the base of operations for these broadcasters, some attached to PRO, others representing the networks. The radio men are (standing, l to r): Maj. A. A. Schechter, radio officer for GHQ, and former director of news and special events for NBC; Arthur Feldman, Clete Roberts, Blue; William J. Dunn, CBS; George Thomas Folster, Pat Flaherty, NBC; Gordon Walker, Mutual. Kneeling are: Corpl. William Merrick, former *March of Time* writer; Sgt. Charles Mack, formerly with Zenith Radio Corp.; Donald Weiss, formerly with WRUF Gainesville, Fla.

BROADCASTING from headquarters in the Southwest Pacific area got under way for the first time from the forward areas of New Guinea on Sept. 15 when the Halmaheras were invaded.

On that day four American networks aired some 18 broadcasts in 36 hours to San Francisco for relay to the networks. Broadcasting was set up in an Army tent in the public relations area at Gen. MacArthur's headquarters. The network representatives, with press and photo correspondents, left Brisbane several weeks before the Halmaheras invasion to be briefed for the operation.

Studio in Tent

While correspondents were assigned to planes and destroyers, the Radio Section of the Public Relations Office got facilities for transmission to the United States. The Chief Signal Officer of the Southwest Pacific Area, Maj. Gen. S. B. Akin, made available some of the operational channels to broadcasters. Radio headquarters were set up in the Army tent with a half-dozen blankets for acoustical treatment. In the tropical heat of New Guinea, Bill Dunn of CBS, George T. Folster and Pat Flaherty of NBC, Clete Roberts and Arthur Feldman of the Blue, and Gordon Walker of Mutual sat at the microphone broadcasting their communiques.

During the heavy press transmission of D-Day, communiques cabled by press correspondents were delayed when a truck struck a pole carrying power for press transmission. The radio was utilized to send a voice communique to the networks receiving point in San Francisco for relay to the press associations. Power was resumed shortly and the cabled accounts reached San Francisco five minutes after the broadcast.

The Public Relations Officer for the Southwest Pacific Area is Col. L. A. Diller of Syracuse. The Radio Officer is Maj. A. A. Schechter, former director of news and special events at NBC.

Other ex-broadcasters with the SWPA GHQ Radio Unit are Capt. Donald G. Weiss, formerly with WRUF Gainesville, Fla., and producer of Army programs for KRLD Dallas; Sgt. Walter P. Kelly, formerly of WAAT Jersey City, who also was at WTEL Philadelphia, and WNEW New York; Sgt. Charles A. Mack, formerly of Zenith Radio; Cpl. Stanley Quinn, former Mutual correspondent in Australia; and Cpl. William Merrick, script-writer for *March of Time* and other programs.

For the first time *Army Hour* now is carrying broadcasts from the advanced bases in the drive against the Philippines.

Drawn for BROADCASTING by Sid Hix

"Foster, We're Going to Miss You When We Change Over to Television."

AFRS TO EXPAND PACIFIC OPERATIONS

IN ORDER that all branches of the armed services may take a more active part in the Armed Forces Radio Service, designed to entertain and inform American troops all over the world, representatives of the Army, Navy, Marine Corps and Coast Guard are meeting this week at AFRS Los Angeles headquarters. Meetings began Monday and are scheduled to continue for several days.

Tentative plans include the installation of more high-power transmitters in the Pacific, so that the maximum coverage for the theatre may be obtained. It is also expected that more Navy, Marine Corps and Coast Guard personnel will take part in the approximately 400 AFRS stations already in operation. There are some Navy men now taking part in program preparations.

Those meeting with Col. Tom Lewis, AFRS head and former vice-president of Young & Rubicam, are: Lt. George F. Putnam, attached to Special Services, Marine Corps, former special events and news reporter for NBC and until March of this year, m.c. of the *Army Hour;* Comdr. William Helvestine, Morale Division, Coast Guard; Lt. Comdr. John F. Gilday, Special Services, Navy; Lt. I. R. Melbo, Training Aids Division, Bureau of Naval Personnel, Navy.

Women's Theme

THEME for the 1944-45 special promotion campaign of the Assn. of Women Directors of the National Assn. of Broadcasters will be "Women of All Nations," according to Ruth Chilton, WCAU Philadelphia, AWD president.

WOI Time Extended

PROPOSED findings of fact and conclusions were announced by the FCC last week proposing to grant the application of the Iowa State College of Agriculture and Mechanic Arts for special service authorization to permit WOI Ames, Ia., to commence operation at 6 a.m. (CWT) until local sunset in lieu of sunrise to sunset operation. Commission concluded operation would provide service of special value and interest and that public benefit would outweigh any resulting interference to other stations on 640 kc. clear channel for KFI Los Angeles.

ELECTRONS... UNLIMITED!

RADIO. standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility . . . with awe, with eager enthusiasm, and with humble confidence.

WLW

THE NATION'S STATION

DIVISION OF THE CROSLEY CORPORATION

CROSLEY SQUARE, CINCINNATI 2, OHIO